

# Arts Brookhaven: A Vision for Culture and Creativity in our Community

## City of Brookhaven Arts + Culture Strategic Plan



Source: all images from the City of Brookhaven



Image source: City of Brookhaven

# Acknowledgments

**John Ernst, Mayor**

## City Council

Linley Jones, District 1  
 John Park, District 2  
 Madeleine Simmons, District 3  
 Joe Gebbia, District 4 and Mayor Pro Tem  
 Bates Mattison, District 3 (through 2019)

## Arts Advisory Committee

The Brookhaven Arts Advisory Committee was formed to study the entire arts landscape in Brookhaven to identify and evaluate potential public, performing, visual and cultural art projects and report their recommendations to City Council by the close of the Committee in October 2020. This report is the culmination of their work and recommendations.

Elizabeth Peterson, Chair  
 Paul Kennedy, Chair Emeritus  
 Sally Eppstein  
 Mary Ellen Imlay  
 Anne Irwin  
 Pavan Iyer  
 Bob Kinsey  
 Kelly Marsh  
 Aixa Pascual  
 Tim Scarbrough  
 Advisor Lily Pabian, We Love BuHi

## City of Brookhaven Staff

City Manager Christian Sigman  
 Assistant City Manager Steve Chapman  
 Director of Strategic Partnerships Patty Hansen  
 Parks & Recreation Coordinator Mallory Izbicki

## Our Community

We wish to thank the residents, arts advocates, nonprofits, businesses, civic leaders, and educators who responded to the survey, gave input at the Arts Festival in the Fall of 2019, and who participated in focus groups, interviews, and public meetings. This plan is meant to be a framework that supports the values, hopes, and interests of the people of Brookhaven and your input has helped lay the foundation for an exciting arts + culture future in the city!

## Consulting Team

CivicMoxie, LLC  
 Susan Silberberg, Principal-in-Charge/Project Manager  
 Lyndon DeSalvo, Project Manager  
 Agustín Cepeda, Planner/Designer  
 Julia Curbera, Planner  
 Michael Rosenberg, Planner

## A Few Important Notes About This Strategic Plan...

### ...On the use of “Latino”

The term Latino is used throughout the report to describe the diverse population of Spanish-speaking and Latino-heritage residents of Brookhaven and the metro Atlanta region. Given the celebrated diversity of our community, there is not one, appropriate descriptor. The Arts Committee contemplated multiple terms and received valuable community input on this question. Ultimately, it was agreed that Latino provides the most inclusive and easily understood terminology.

### ...on Latino and Asian voices

Outreach efforts for this Plan included the City’s first-ever all-Spanish public open house as well as outreach at City events in the Fall of 2019 and a Spanish-language version of the Fall 2019 survey. We do not know how many members of the Latino community completed the survey in English, nor how many Latino and Asian residents and business owners picked up plan information at City events. We do know that despite our goal to have strong input and involvement from the Latino community during planning, we feel there is still work to be done. The plan recommendations include diverse resident representation on the Arts + Cultural Commission; offer multiple opportunities for paid artistic work; empower residents to shape decisions about public space activation and programming; and enact strong incentives to create and protect affordable spaces for local independent businesses, representative of the rich cultural diversity that Brookhaven enjoys.

It is also important to remember that this Plan is a framework and should be considered a living document that provides a roadmap to ensure all Brookhaven residents are empowered to shape arts and culture in the city.



Image source: City of Brookhaven

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# Executive Summary

## Overview

This plan embraces arts + culture as essential parts of our lives in Brookhaven. As a young city, we have the opportunity to infuse arts, culture, and creativity in everything we do – in transportation, economic development, parks, and other projects. Why is this important? Arts + culture celebrate our diversity, our humanity, our hopes, and our everyday lives. Arts + culture provide us with laughter and beauty, and oftentimes propel us to consider challenging questions about our lives, our desires, and how we want to live. Arts + culture are connectors – linking us with our neighbors, with the region, and the world.

**Brookhaven residents have the desire to carve out a unique identity for our city – what do we want to be? How do we wish to experience our public spaces and our parks? What is our image to ourselves and the greater region?**

A city that has an abundance of civic space, organizations, activities, and opportunities infused with arts + culture is a vibrant city that invites people to gather, learn, and interact in celebration and recognition of the myriad traditions and cultural and creative practices that showcase and honor the diversity of our residents. This is the vision for arts + culture in Brookhaven.

## Why a Strategic Plan

A strategic plan provides a roadmap for reaching goals and identifies cross-sector opportunities for addressing mutual interests and using resources wisely. This plan looks across disciplines and efforts in Brookhaven to ensure that there is a cohesive approach to supporting and enhancing arts + culture that is integrated into overall City policies and initiatives. The Brookhaven Comprehensive Plan 2034, 5-Year Update, September 2019 outlines a number of goals and issues related to arts + culture in the city. The Comprehensive Plan's overall vision is:

*Brookhaven will be a national model for a walkable, urban community that preserves its unique character and history of neighborhoods, parks, and natural assets while welcoming higher density activity nodes that support transit use, biking, community hubs, sense of place, and diversity of residents and businesses. (page 43)*

Arts + culture can have a strong role in promoting and achieving this vision, including informing and contributing to other parts of the comprehensive plan. The plan also reflects the recommendations and initiatives in a host of City and regional planning efforts including the *Comprehensive Parks and Recreation Master Plan (2014)*, the *Peachtree Creek Greenway Master Plan (2016)*, the *Buford Highway Overlay – Code of Ordinances (2019)*, the *Buford Highway Master Plan: An LCI Planning Process (2017)*, the *Buford Highway Transit Evaluation Report (2020)*, the *Brookhaven-Peachtree Livable Centers Initiative Study & Action Plan Update (2017-2021)*, and the *Buford Highway Master Plan: An LCI Planning Process (2017)*, by Chamblee, Doraville, and the ARC.

## Plan Principles

- Think big!
- Honor the diversity and traditions of residents
- Commit to equity and inclusion
- Employ sustainable initiatives and practices
- Support positive economic impact
- Value beauty and good design

## The Planning Process

The ten-month Brookhaven arts + culture strategic planning process included listening time, efforts to inventory and understand existing conditions including spaces, activities, and organizations, and draft plan exploration. The community, including residents, nonprofit organizations and institutions, public officials, and business-owners, gave input to the plan in a variety of ways including an online survey (385 responses), interviews (21), focus groups/meetings (10), public open houses (2), and online public comment period for draft plan. Work included site visits, tours of City parks and the Peachtree Creek Greenway with City staff, and interactive sessions with the Arts Advisory Committee.

## Context

Brookhaven's location in the Metro Atlanta region, resident demographics, local character, and other City planning initiatives and goals all form the foundation for the City's arts and cultural strategy.

**This plan seeks to balance the city's proximity to a wealth of arts and cultural resources in the Metro Atlanta region with ensuring there are experiences, learning opportunities, and connections related to arts + culture within the city.**

With 5.9 million residents,<sup>1</sup> speaking 146 languages,<sup>2</sup> and more than 500 arts organizations,<sup>3</sup> the Metro Atlanta Region is rich in cultural awareness, traditions, and resources. The Brookhaven/Oglethorpe MARTA station connects to the regional transit network and easy access to highways I-285 and I-85 provides additional connections to regional offerings. Despite the city's location, many residents find they have limited access to the broader offerings of the region for a host of reasons including cost, limited mobility and access to efficient transit or automobiles, and traffic congestion during peak travel hours that make journeys outside (and sometimes within) the city long and arduous. This plan looks at strategies that increase local access to arts + culture without duplicating regional resources and events that are now enjoyed by residents. The goal is to complement rather than compete with regional amenities.

## Demographics

**With almost a third of the City's 54,000 (approx.) residents under 18 years of age and approximately 9% age 65+, along with the third-largest proportion of Latino residents of any Metro Atlanta city, the varied cultural traditions, experiences, and needs of Brookhaven's residents provide fertile ground for a diverse array of arts, cultural, and creative practices and experiences.**

The plan seeks to support and celebrate the diverse nature of Brookhaven by providing a framework that serves all residents of the city.

The Plan can also serve the daytime worker population (20,127 in 2019) of the city by supporting businesses, providing life in public spaces, and seeking to engage

local and regional businesses in collaborative efforts to support local arts, culture, and public space activation and enhance business success. There is also a unique opportunity for the plan to consider how art and culture, including public art/murals, can play a role in private development. With its cluster of commercial uses at Town Brookhaven, Dresden Drive, and along Buford Highway, and with approximately half of the city's housing stock renter-occupied, strategies to infuse arts + culture in all kinds of spaces, both private and public, can ensure that all residents have access to cultural experiences. The issue of equity is an important one; over 14% of city residents live in poverty. Everyone deserves access to, and can benefit from, quality of life amenities such as parks, public art, cultural events and this plan outlines strategies to ensure opportunities are offered throughout the geographic and demographic expanse of the city.

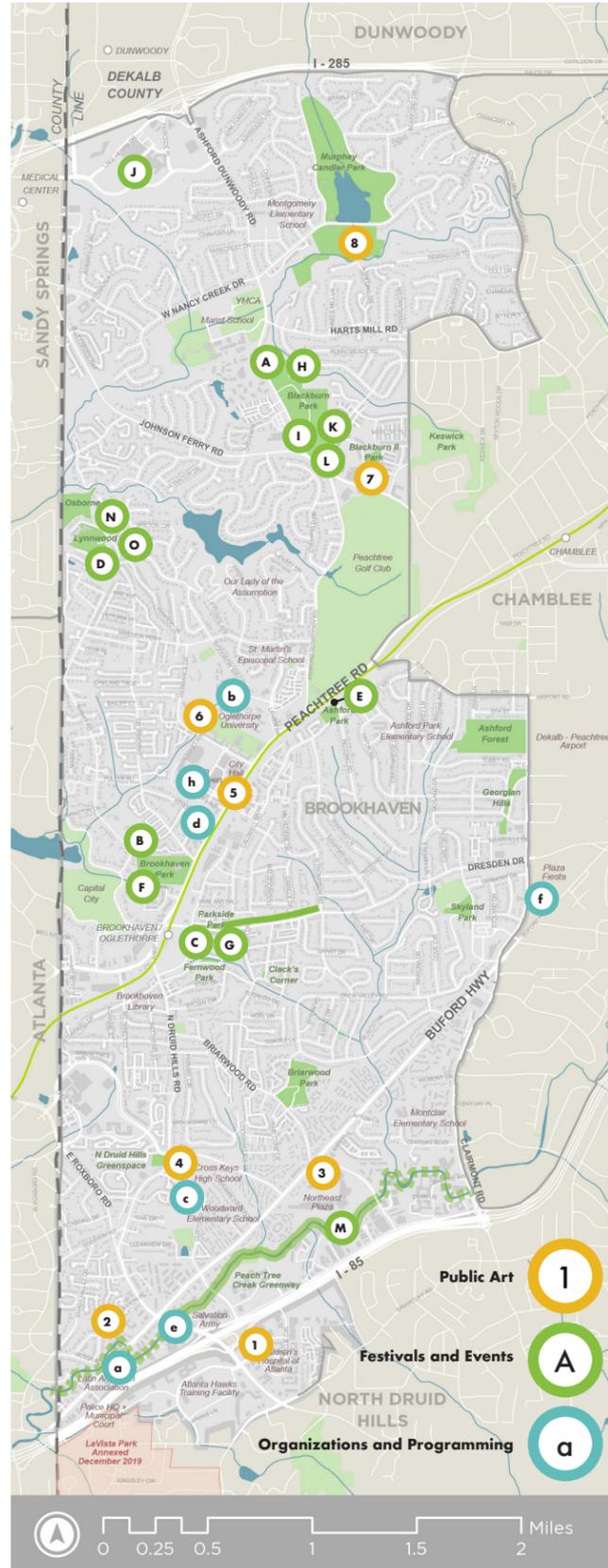
## City Support of Arts + Culture

Since 2018, the City of Brookhaven has committed approximately \$20,000 - \$30,000 per year on arts + culture. This support of arts + culture represents the interest on the \$2m fund balance. In FY2020 the interest will support approximately \$31,000 in arts expenditures. DeKalb County does not provide funding for any municipal arts and does not have a county arts program. Other ways the City supports arts + culture include:

- Through the Convention and Visitor's Bureau budget, support for the Oglethorpe University Conant Theatre, \$100,000 annually
- City consideration of arts in infrastructure improvements, ongoing support for events and festivals, and a commitment to high quality design.
- The City's Cherry Blossom Festival commitment is \$290,000 annually (offset by growing contributions toward the festival)
- Publication of the Brookhaven Parks & Recreation Guide each season in English and Spanish

This plan is the next step in outlining a rationale and phasing for increased support, including possible additional funding resources.

# Existing Arts + Cultural Assets



## Publicly Accessible Art

- 1 Art at Children's Healthcare of Atlanta (CHOA)
- 2 Education is Liberation Monarch Mural
- 3 Living Walls and other Murals on Buford Highway and Northeast Plaza
- 4 Cross Keys High School Mural
- 5 #Brookhavenstrong Mural
- 6 Oglethorpe University Campus Art
- 7 The Young Girl's Statue for Peace
- 8 Baseball Statue

## Festivals and Events

- A Cherry Blossom Festival
- B Brookhaven Beer Fest
- C Brookhaven Arts Festival
- D Eggstra-ordinary Easter Egg Hunt
- E Ashford Park Easter Egg Hunt
- F Atlanta Chili Cookoff
- G Brookhaven Farmers Market
- H Brookhaven Food Truck Nights
- I Paint the Park
- J Taste of Brookhaven
- K Blackburn Park Easter Egg Hunt
- L Light Up Brookhaven
- M Hispanic Heritage Festival
- N MLK Day Dinner
- O Lynwood Park Community Day

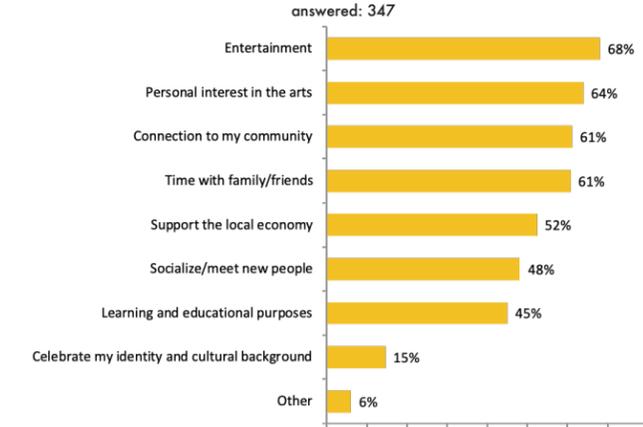
## Organizations and Programming

- a The Latin American Association (LAA) of Atlanta
- b Oglethorpe University Museum of Art & The Conant Performing Arts Center
- c Cross Keys High School
- d Chamber of Commerce
- e The Salvation Army
- f We Love BuHi
- g Center for Pan Asian Community Services (CPACS) (Atlanta)
- h Explore Brookhaven

## What we Heard

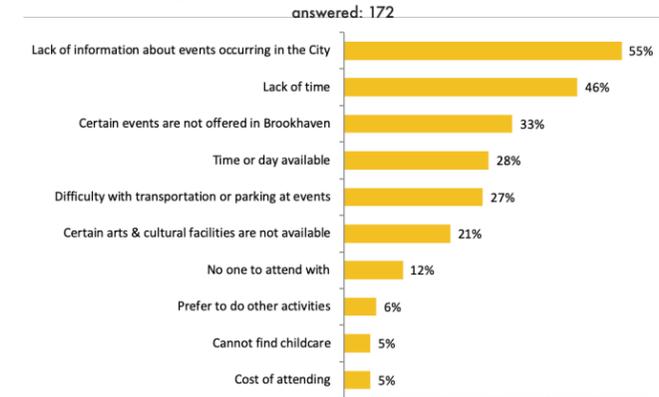
The online survey provided some insight into how residents view arts + culture now and what they want in the future. Some of the responses include the following:

### What motivates you to participate in arts & cultural activities in Brookhaven? (Mark all that apply)



Residents participate in arts and cultural activities for a variety of reasons, topped by entertainment, personal interest in the arts, connecting with their community, and spending time with family and friends.

### What are some of the issues that prevent you from participating more frequently? (Mark all that apply)



The greatest barriers to enjoying arts + culture are lack of information on what is available and lack of time.

Survey respondents chose live music, evening LED art lighting in parks, wall murals, art crosswalks, and live dance/performance as the top choices when asked about preferred types of public art and programming

they would like to see in Brookhaven. According to the survey, the Brookhaven Arts Festival, the Cherry Blossom Festival, and Oglethorpe University are the most popular Brookhaven cultural destinations for Brookhaven residents. They would like to see more events and festivals and public art. City parks are important and were consistently mentioned in responses.

## A Summary of Comments:

- The City needs a heart! Brookhaven needs one central space that is its identity.
- We should be inclusive and purposeful; celebrate our Latino, and Asian residents and businesses in authentic ways.
- There is no central place or identity for arts + culture in Brookhaven...the city needs some kind of space or program center where classes, organizations, and events can come together.
- Arts + culture can differentiate Brookhaven from our neighbors...it's important to have a strong vision.
- Consider monumental artwork in parks. If you are going to do, do it big and right. We should be looking toward world-class art.
- Music is an important consideration for the plan. Also consider licensing musicians and artists to allow public performances.
- Look toward immediate/short term projects...let's get this plan started right away!
- Temporary art should be considered...rotate art pieces throughout the city...we can explore more this way and be innovative.
- Think about walking corridors and how arts can help define and connect neighborhoods and commercial areas.
- Our chef-driven restaurants are a unique feature of the city...let's enhance connections and visibility through arts + culture collaborations.
- Incorporate arts requirements on bigger development projects (over 50,000 - 100,000 Square Feet?)
- Residents focused on transportation, connectivity and open space when asked what would improve their day-to-day lives: Less traffic, more frequent bus service, better transit rider experience (better crosswalks, nicer bus shelters)
- Walkable neighborhoods with nearby services and amenities, more trails and sidewalks, more benches in parks and along walkways
- More access to, and greater offerings of festivals, music, public art, arts education (particularly for youth)

# Brookhaven Conceptual Plan Focus Areas

## Vision for Arts + Culture

Brookhaven embraces diversity and supports arts and cultural initiatives and public art that are accessible for, and representative of, all residents. Arts and cultural experiences and public art installations support connectivity between neighborhoods and business areas, celebrate and enhance public parks and civic spaces, and provide educational and fun experiences throughout the city. Brookhaven embraces an identity that values arts + culture, espouses innovation and cutting-edge ideas in creativity, and invites all residents, visitors, and businesses to engage in arts and cultural activities and initiatives.

## Conceptual Plan Focus Areas

The goals and strategies that follow in Section 4 all support the focus areas of the plan, which encompass geographic, programmatic, and organizational conditions in the city. The plan framework is flexible and creates a foundation for the City to expand focus areas or shift programmatic directions.

**CITY PARKS** Parks and open space are frequently at or near the top of the list when residents talk about what they love about Brookhaven. In surveys asking what activities are desired in public parks and as part of an arts and cultural plan, music, public art, and arts education rank at the top of the list. City parks can be the focus for permanent and temporary public art and can also host more festivals and events. The plan recommends the establishment of a community public space activation and programing fund that supplies small grants to neighborhoods who wish to host cultural activities such as movie nights, music performances, chalk walks, or many other things limited only by residents' imaginations and organizational skills.

**OGLETHORPE UNIVERSITY** The University offers the Conant Performing Arts Center, the Oglethorpe University Museum of Art, a host of events, and public art on the campus. In addition, Oglethorpe is exploring ways to make their library more accessible to Brookhaven residents. With their programs in arts careers (studio art, art history, museum studies) and performing arts curriculum, the University is natural partner for advancing plan recommendations to expand arts and cultural offerings as well as arts education and mentorship for teens, particularly with the arts program at Cross Keys High School.

**MARTA WALL AND MARTA BRIDGE** As a main corridor in the city, Peachtree Road creates an image of the city for residents and visitors. The MARTA wall is an opportunity to re-envision the road to celebrate arts + culture and a new look for a well-travelled road (55,000 cars travel this strip daily). The wall is owned by MARTA and visuals are regulated by GDOT rules because the wall sits on a state route. This project requires MARTA's permission and local funding, and will be challenging because of the poor surface condition of the wall, but it is worth starting on this initiative now and beginning to coordinate with MARTA's Art Program, perhaps even planning for a temporary solution such as plantings, or an LED installation that isn't dependent on the wall condition or rust removal for integrity. These discussions can also be a part of City/MARTA Transit-Oriented Development conversations for development of the MARTA station site. The MARTA Bridge at North Druid Hills Road is an easier project and this structure could be the site of a mural or LED lighting installation, or both.

**A FREE BROOKHAVEN ARTS AND DINING SHUTTLE** Connectivity supports vitality, increased audience size, and a greater market for local businesses. A free shuttle connecting the MARTA station with area hotels, the Conant Performing Arts Center, and restaurants and entertainment options along Buford Highway and Dresden Drive can attract business travelers (80% of whom travel alone) as well as regional patrons and dining customers. A pilot program, in collaboration with Explore Brookhaven, can test which days and hours work best for shuttle operations.

**BUFORD HIGHWAY** Buford Highway holds a special place in Brookhaven. It is the core residential area for the majority of Hispanic residents, a regional commercial destination for independent restaurants and retail, and a segment of a larger cultural corridor stretching from Doraville to Chamblee to Brookhaven. The plan recommends designating BuHi as a Cultural Corridor; collaboration with Chamblee and Doraville on corridor initiatives; and infusing arts + culture, as well as teen arts mentorship opportunities in mobility improvements and infrastructure, given that the corridor serves many residents who are transit-dependent and has the highest volume of MARTA bus ridership in the region.

**CITY GATEWAYS** The major gateways to the city offer an opportunity to celebrate the City's embrace of arts + culture. Some gateways already have entry installations; other entrances can also receive signage and sculpture or other art installations such as LED lighting to mark gateway points.

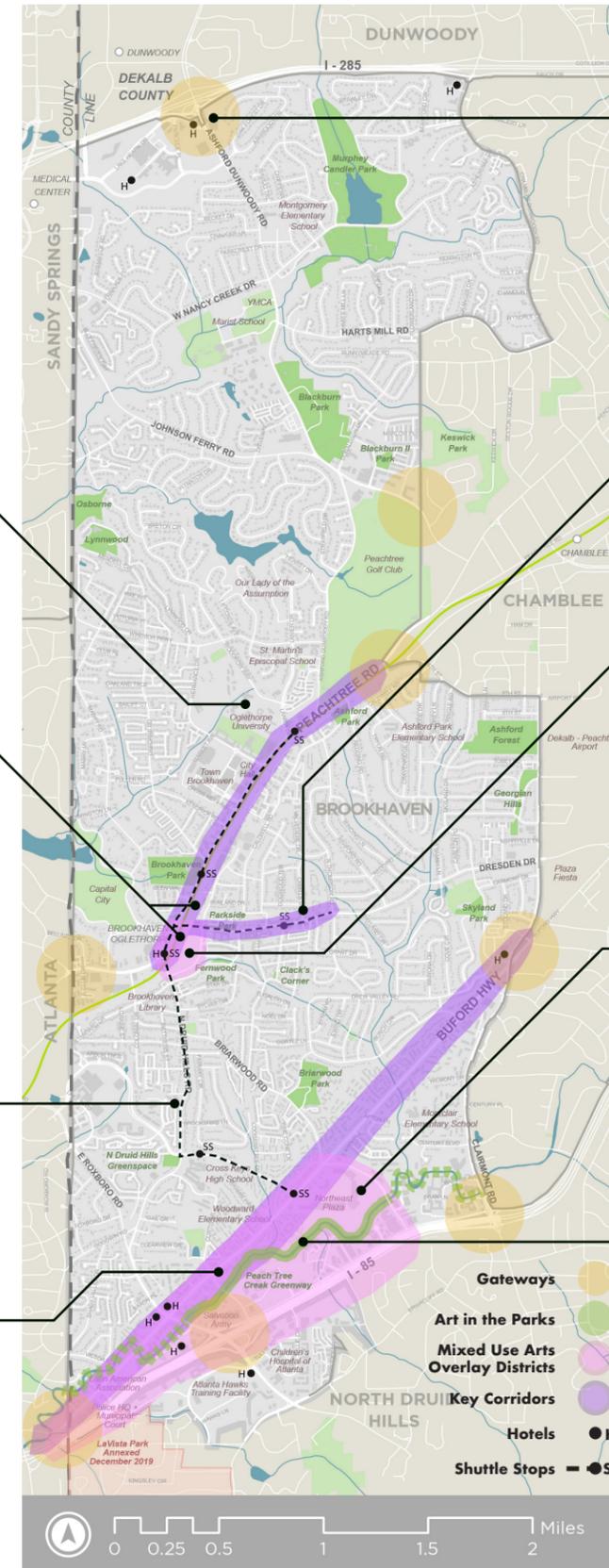
**DRESDEN DRIVE** The Dresden Drive retail and dining destination feels like a small "main street" for Brookhaven, which lacks a downtown or central iconic spot, and this part of the city offers a range of independently-owned eateries that create a unique and unusual spot in the city and region. Temporary public art, art lighting, and a pilot art crosswalk program can enhance this stretch of Dresden Drive, while a recommended free shuttle that connects this area to the MARTA station, Buford Highway eateries, hotels, and Oglethorpe University's Conant Performing Arts Center can help support businesses and then arts.

**MIXED-USE ARTS OVERLAY DISTRICTS** While much of the property in Brookhaven is developed, two of the remaining redevelopment opportunities include strategic parcels along Buford Highway and the MARTA development potential. These parcels provide unique opportunities to bring mixed-use development and a strong arts presence to the city.

**Brookhaven/Oglethorpe MARTA Station + Apple Valley Road** The parking lot at the station is ideal for a development partnership with MARTA and could be the site of new municipal buildings. An overlay district here can provide incentives for a "center" for arts + culture which might include space for nonprofits, an educational/studio component, and multi-use space for small events, performances, and gatherings. Zoning can also require public art and a mix of uses that can activate the area day and night. As Apple Valley Road develops, it will have its own character that can be enhanced by arts + culture, including art crosswalks, public art, special lighting, and spaces and uses that support dining, culture, and creativity.

**Buford Highway** The plan makes recommendations for arts overlay strategies and also stresses that the City should continue to strongly consider ways to retain affordability for residents and small independent businesses, including the dense cluster of independently owned ethnic restaurants, along Buford Highway. Increases in property values and rents without proper affordability controls risk displacing businesses and residents: this area saw strategic parcels property values increase by almost 55% between 2014 and 2018, and is the home to some of the lowest income residents of the city.

**PEACHTREE CREEK GREENWAY** The Greenway is a multi-use trail that serves the entire city and region and also provides opportunity for much-needed neighborhood open space for residents along Buford Highway. The Greenway highlights the natural beauty of the North Fork of the Peachtree Creek environment as the region works to restore this neglected waterway. Residents have consistently asked for open space for recreation and small gatherings, as well as spots for music and other cultural popups on the Greenway. The plan suggests limiting public art to select places where installations do not impede on use of green space, creating designated performance and temporary music spots to encourage local culture and celebrations, and also including eco-art and landscape art in the design and civil engineering work for Phase 2, as permitted by GDOT.



## Buford Highway (BuHi) Cultural Corridor

Buford Highway is a special opportunity area within the city because of its density of local businesses and residents that reflects the diversity of the city and its importance as a community gathering place for services, dining, and shopping. With Chamblee and Doraville designating BuHi as a cultural corridor with their city limits, this plan provides an opportunity to celebrate local culture and businesses while strengthening connections to the PCG and protect and nurture local businesses as the area redevelops over time. The map shown here indicates focus areas and issues that have been consistently raised by residents and businesses and that are reflecting in the goals and recommendations of this plan.

- 1 Designate Buford Highways as a Cultural Corridor and work with Chamblee and Doraville to coordinate events, signage, and marketing.
- 2 Enhance Northeast Plaza as a community gathering space, particularly at spaces such as the location of the new "Mi Gente" mural on the wall of the new cinema in the plaza. Host events, encourage public art, and institute temporary arts and creative uses for vacant storefronts.
- 3 Ensure that the Peachtree Creek Greenway serves as open space for the surrounding community. Designate small areas for music and public space programming, and carefully locate public art to protect open unprogrammed space. Consider temporary art.
- 4 Consider a public art program for private development and spaces. Create a framework and suggestions for private property owners, such as the apartment complexes here, to host temporary and permanent art. See Section 6 for examples.
- 5 Install Gateway signage at key entry points to Buford Highway.
- 6 Host an international festival here.
- 7 Infuse art and public space activation throughout corridor in streetscape and transportation improvements in new bus stops, seating, and signage.
- 8 Consider locating an art space/workshop/maker space here that focus on afterschool classes and programs, making, art studios, and adult learning opportunities. Use similar initiatives such as the We Love BuHi collaboration with Doraville schools for afterschool arts classes as examples and include Cross Keys High School and its arts department in planning.
- 9 Adopt a zoning overlay for redevelopment areas of Buford Highway as identified by the city to incorporate inclusive zoning, protect affordability for local and independent businesses, and encourage arts and cultural spaces and uses.

## Buford Highway (BuHi) Cultural Corridor



## Goals + Strategies

### Goal #1: Create Robust Arts + Culture Organizational Infrastructure and a Network of Resources

Provide strong City leadership and City Hall staff infrastructure for arts + culture that can attract funding and partnerships to achieve the core goals of the Arts + Cultural Strategic Plan.

- 1.1 Create a City Arts + Culture Commission
- 1.2 Create a City Arts + Cultural Development Officer position
- 1.3 Adopt a multi-pronged approach to funding arts and cultural initiatives in Brookhaven
- 1.4 Create or support a comprehensive arts, culture, and civic calendar
- 1.5 Seek collaborative partnerships and other opportunities
- 1.6 Evaluate plan progress using metrics for success

### Goal #2: Support, Celebrate, and Promote City Diversity through Arts and Cultural Initiatives

Enable all residents to participate in, and lead, initiatives in arts, culture, and public space programming; facilitate connections and community-building through arts and cultural initiatives.

- 2.1 Designate Buford Highway as a Cultural Corridor
- 2.2 Host an Annual International Cultural Festival
- 2.3 Recruit and/or support the creation of a Metro Atlanta Center for Latino Culture in Brookhaven
- 2.4 Commit to equity in Arts + Culture in the city

### Goal #3: Strengthen and Increase Brookhaven's Cultural Spaces and Facilities

Increase the number and types of spaces for arts classes, performances, maker space, and creative public space programming throughout the city to ensure easy access to arts and cultural offerings.

- 3.1 Create a BuHi Entertainment and Cultural Overlay District
- 3.2 Modify the Peachtree Road Overlay to include considerations for arts + culture
  - A. MARTA area
  - B. Apple Valley Road
- 3.3 Provide guidance and assistance to private entities and businesses in support of enhanced arts + culture offerings
- 3.4 Showcase art throughout City-owned buildings/facilities
- 3.5 Incorporate arts + culture into Community Investment Agreements, City plans, and infrastructure projects

### Goal #4: Create a Public Art and Public Space Activation Program

Create a public art program that enables Brookhaven to host temporary and permanent public art, including murals, sculptures, functional art, and other media throughout the city that reflect the values, culture, and traditions of all residents. Encourage and enable vibrant public spaces, community gatherings, and events and festivals that celebrate the diversity and rich cultural traditions in the city and infuse all areas of Brookhaven with life and activity.

- 4.1 Create a permanent public art program
- 4.2 Create a temporary public art program
- 4.3 Institute a functional art program for the City
- 4.4 Create an art crosswalk program
- 4.5 Create opportunities for new creative public space programming, music events, and festivals in the city
- 4.6 Transform the MARTA wall into a public art destination
- 4.7 Incorporate public art into the MARTA bridge on North Druid Hills Road
- 4.8 Create a public space activation and programming fund to support community events and activities
- 4.9 Create a public art map

### Goal #5: Provide Enhanced Access for All to Arts and Cultural Educational Opportunities

Expanding current Parks & Recreation arts classes to other age groups in the city, as well as focusing on teens, can offer opportunities for inter-generational experiences and mentorship for art entrepreneurship. The existing educational assets in the and near the city, including Oglethorpe University, Cross Keys High School and Chamblee High School art programs, as well as middle school programs offer rich opportunities for collaboration and expansion of access to arts + culture for all residents.

- 5.1 Recruit/support the creation of an arts and cultural community center in the city
- 5.2 Encourage the creation of maker space
- 5.3 Provide art classes to a broad range of residents of all ages
- 5.4 Provide teaching opportunities in City Parks and other public spaces related to ecology, infrastructure, history, etc., using art and environmental art.

### Goal #6: Support Economic Development through Arts and Cultural Development Strategies and Collaborations

There are strong ties between arts and economic development. Studies show the positive impacts that community arts, public space programming, and cultural opportunities have on retail and dining districts, as well as on business recruitment and employee retention and satisfaction. Strong collaborations between the arts/cultural community and businesses can reap rewards for both.

- 6.1 Develop cross-sector collaboration and marketing programs
- 6.2 Initiate a Brookhaven culture and dining shuttle
- 6.3 Recruit arts-based and arts-focused businesses

## Implementation

This plan is meant for action! This plan prioritizes the 33 strategies that support the six goals for arts + culture in Brookhaven so that the City can move forward on priority areas quickly and also understand potential partners and leaders of various initiatives recommended in this plan.

No city can implement an arts and cultural plan on its own. As the plan moves forward, the City should involve a wide and diverse range of entities, residents, businesses, and others to ensure that arts + culture in the city is reflective of needs and interests of stakeholders and to create opportunities for collaboration and partnerships.

## Priorities

The plan offers information on a suggested timeline for action, as well as suggestions for lead and supporting roles, and possible funding sources. Implementation priorities include:

- Creating the organizational framework and capacity to guide the City toward its arts + culture vision
- Creation of an Arts + Culture Commission
- Creation of a Public Art Program.
- Identifying funding/support needs and potential resources, including possible collaborations, zoning overlay requirements, and federal, regional, and local grant opportunities.

Best practice/case studies are provided for many of the plan strategies.

## Summary

This plan provides a road map for the City of Brookhaven to move forward in support of enhanced arts and cultural programming, public art, and other initiatives through a diverse set of strategies that address policy changes, land use regulations, increased funding, a public art program, and ongoing staff support for pursuing fruitful collaborations and grant funding. Careful consideration of priority strategies and integration of arts + culture throughout City planning can yield exciting outcomes for the City and multiple benefits for residents. The very achievable goal? Brookhaven is a city that **embraces diversity and supports arts and cultural initiatives and public art that are accessible for, and representative of, all residents.**

# 1 – Introduction

## Arts + Culture in Brookhaven

This plan embraces arts + culture as essential parts of our lives in Brookhaven. As a young city, we have the opportunity to infuse arts, culture, and creativity in everything we do – in transportation, economic development, parks, and other projects. Why is this important? Arts + culture celebrate our diversity, our humanity, our hopes, and our everyday lives. Arts + culture provide us with laughter and beauty, and oftentimes propel us to consider challenging questions about our lives, our desires, and how we want to live. Arts + culture are connectors – linking us with our neighbors, with the region, and the world.

**Brookhaven residents have the desire to carve out a unique identity for our city – what do we want to be? How do we wish to experience our public spaces and our parks? What is our image to ourselves and the greater region?**

While these questions seem lofty and intangible, this plan deals with concrete and attainable goals developed from listening to resident voices in the planning process. Residents want more public art in public parks and to celebrate the diversity and cultural aspects of the independently-owned restaurants in the city. The new Peachtree Creek Greenway offers increased connectivity that provides access to natural beauty and much-needed local neighborhood greenspace for recreation in designated areas. Art has always been a part of the long-term vision for this important space. Opportunities to improve the experiences of users of public transportation with public art and public space programming are exciting to residents and business owners, and the chance to support creativity and entrepreneurship in the arts by young people is an extraordinary opportunity for the city. All of these goals recognize the links between arts + culture with the everyday lives of residents, workers, and visitors.

A city that has an abundance of civic space, organizations, activities, and opportunities infused with arts + culture is a vibrant city that invites people to gather, learn, and interact in celebration and recognition of the myriad traditions and cultural and creative practices that showcase and honor the diversity of our residents. This is the vision for arts + culture in Brookhaven.

## Why a Strategic Plan?

A strategic plan provides a roadmap for reaching goals and identifies cross-sector opportunities for addressing mutual interests and using resources wisely. This plan looks across disciplines and efforts in Brookhaven to ensure that there is a cohesive approach to supporting and enhancing arts + culture that is integrated into overall City policies and initiatives. The Brookhaven Comprehensive Plan 2034, 5-Year Update, September 2019 outlines a number of goals and issues related to arts + culture in the city. The plan's overall vision is:

*Brookhaven will be a national model for a walkable, urban community that preserves its unique character and history of neighborhoods, parks, and natural assets while welcoming higher density activity nodes that support transit use, biking, community hubs, sense of place, and diversity of residents and businesses. (page 43)*

Arts + culture can have a strong role in promoting and achieving this vision, including informing and contributing to other parts of the comprehensive plan. Specifically, this arts + culture strategic plan is an outgrowth of two plan recommendations:

- “Identify opportunities for community festivals and events”
- Grow the City’s arts and cultural offerings – “The City should welcome community scale/level arts and cultural offerings provided by the private sector through regular business development and attraction activities. The City should also develop and implement a public art program to further the city’s sense of place and civic environment.”

In *Section 2: Context*, there is more information on how this arts + culture strategic plan supports and is connected to the goals of all current City plans and studies.

## Vision for Arts + Culture in Brookhaven

**Brookhaven embraces diversity and supports arts and cultural initiatives and public art that are accessible for, and representative of, all residents. Arts and cultural experiences and public art installations support connectivity between neighborhoods and business areas, celebrate and enhance public parks and civic spaces, and provide educational and fun experiences throughout the city. Brookhaven embraces an identity that values arts + culture, espouses innovation and cutting-edge ideas in creativity, and invites all residents, visitors, and businesses to engage in arts and cultural activities and initiatives.**

### Main goals of this Arts + Culture Strategic Plan include:

- Provide an inventory and deeper understanding of the arts and cultural organizations, initiatives, and activities in the city.
- Identify needs and desires of residents, organizations, institutions, and businesses related to arts + culture.
- Articulate a clear vision and five-to-seven-year plan for creative placemaking, support for arts organizations, and public initiatives for public art and arts + culture.
- Provide a rationale for City investment in the arts and identify potential funding resources to support achievement of strategic plan goals.
- Identify potential partners and collaborations to implement the plan.
- Create a support framework and ongoing community engagement strategy to ensure there are adequate resources to achieve plan goals and listen to community voices in the years to come.

## Plan Principles

The Brookhaven arts + culture strategic planning process was guided by the following principles:

**Think big!** – The plan should support well-considered and bold moves that demonstrate value for the City’s investment, have real positive impacts on quality-of-life, and enhance the image of the City as innovative and a highly desirable place to live, work, and visit.

**Honor the diversity and traditions of residents** – Celebrate and embrace the wide diversity of residents and support and enhance a myriad of traditions, artistic practices, and cultures.

**Commit to equity and inclusion** – Commit to listening to all voices and considering the needs and access to arts + culture for all residents. Ensure a framework for ongoing community engagement is built into plan implementation.

**Employ sustainable initiatives and practices** – Create programs and initiatives that are sustainable through new or existing organizations and leadership and are economically viable through a variety of sources and methods. Integrate art into environmentally sustainable practices and education.

**Support positive economic impact** – Commit to supporting and growing existing businesses and expanding the tax base with appropriate development. Value artists, creatives, and all cultural workers - Ensure cultural workers/artists and students have opportunities for paid work, for professional development, and for mentorship. Support efforts of nonprofit organizations and institutions.

**Value beauty and good design** – Recognize and advocate for beautiful and welcoming public spaces, holding art and design in high esteem and recognizing the value of arts + culture and environmental design to quality-of-life and well-being.

## The Process

The ten-month Brookhaven arts + culture strategic planning process included listening time, efforts to inventory and understand existing conditions including spaces, activities, and organizations, and draft plan exploration. The planning team worked with the City Council-appointed Arts Advisory Committee throughout the course of the project to get feedback, test ideas, and ensure the plan is representative of a wide range of viewpoints and stakeholders.

The community, including residents, nonprofit organizations and institutions, public officials, and business-owners, gave input to the plan in a variety of ways (the results of community engagement are presented in *Section 2: Context*):

**Online Survey** – The survey was launched in mid-October 2019 and was open for 4-1/2 months. Offered in both Spanish and English, there were 385 responses, of which seven were in Spanish.

**Interviews** – There were 21 one-on-one interviews including sessions with all of the City Councilors, City staff, Explore Brookhaven, the Brookhaven Chamber of Commerce, major business and institution leaders, and civic leaders.

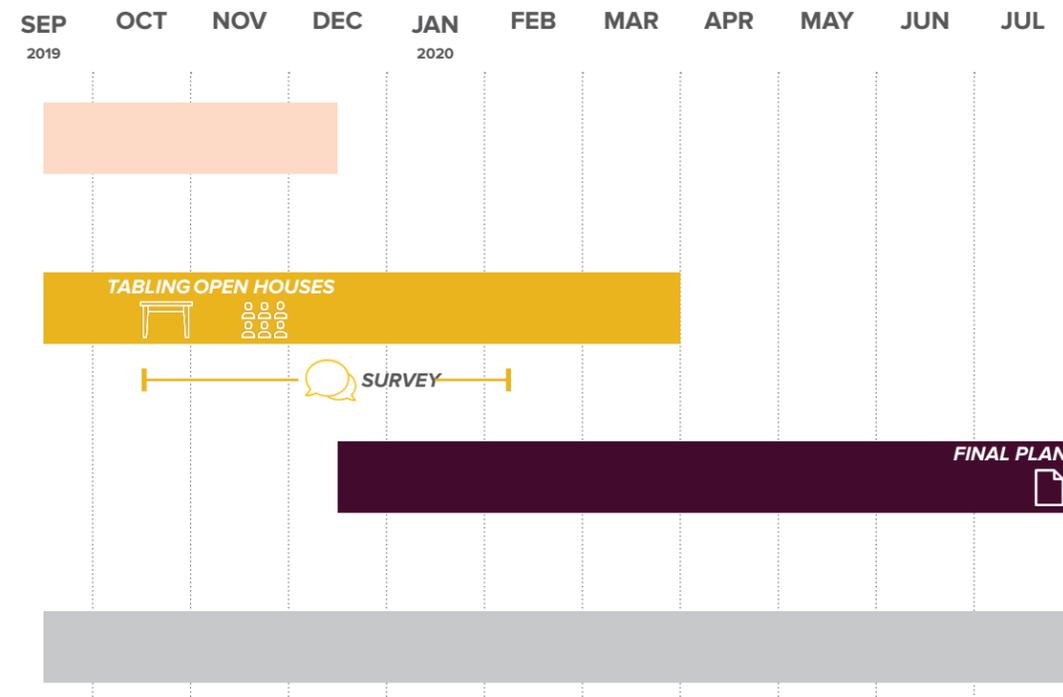
**Focus Groups/Meetings** – Ten focus groups were conducted around the following topics:

- City of Brookhaven Department Heads (2)
- Buford Highway businesses and organizations
- Restaurants and Retail (outside of Buford Highway area)
- Leaders in Latino arts initiatives
- Business and Development
- Cross Keys Arts Program/Teen
- Parks and Public Spaces
- Smaller Arts Organizations + Educational Institutions
- Oglethorpe University

**Public Open Houses** – Two open houses were hosted, including walk-around stations with posters and comment boards, including maps, a short presentation, and discussion/feedback time.

- 11/20 6:30-8pm, Lynnwood Recreation Center (English)
- 11/21 6:30-8pm, Salvation Army (Spanish)

The meetings had identical formats, with the meeting at Salvation Army on 11/21 being conducted entirely in Spanish. This was the first time the City of Brookhaven conducted a meeting entirely in Spanish and sets a precedence for future engagement by the City.



## What's in the Plan?

**1. Introduction** – Rationale for the plan, a vision for arts + culture in Brookhaven, planning principles, and an explanation of the planning process.

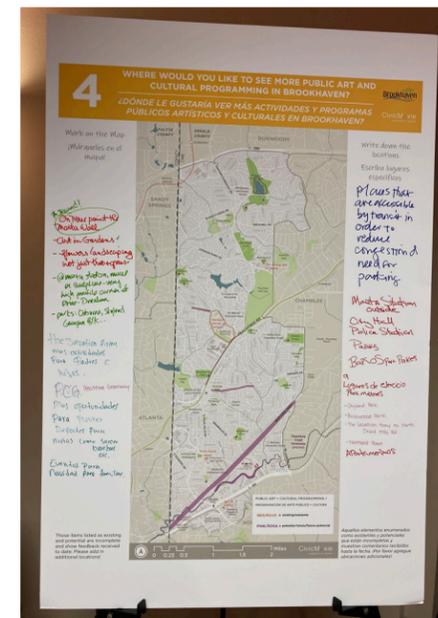
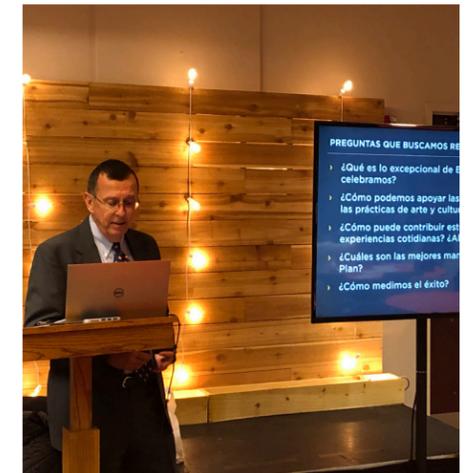
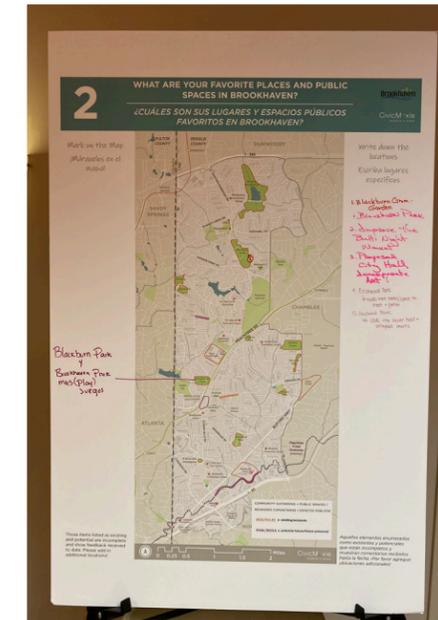
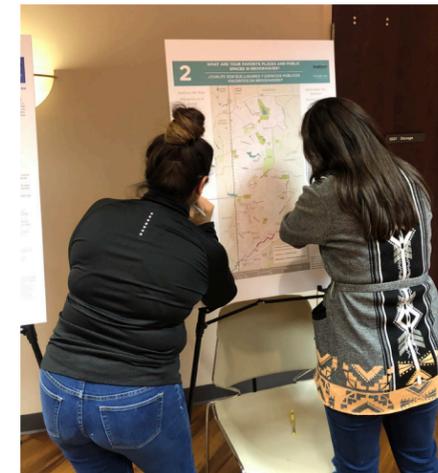
**2. Context** – Regional and local existing conditions, including public spaces, existing art and festivals, and organizations. Community feedback during the planning process, and areas of focus and consideration for the plan.

**3. Vision** – What we want for our city.

**4. Goals and Recommendations** – Core goals of the plan, along with strategies and recommendations to achieve the City's aspirations in arts + culture.

**5. Implementation** – Priorities for action and recommendations for funding, partnerships and collaborations, and lead roles and responsibilities.

**6. Case Studies** – What some of the plan recommendations look like in other cities. Examples of best practices from across the globe.



# 2 – Context

## Brookhaven in the Region

Brookhaven’s location in the Metro Atlanta region, resident demographics, local character, and other City planning initiatives and goals all form the foundation for the City’s arts and cultural strategy.

**This plan seeks to balance the city’s proximity to a wealth of arts and cultural resources in the Metro Atlanta region with ensuring there are experiences, learning opportunities, and connections related to arts + culture within the city.**



With 5.9 million residents,<sup>1</sup> speaking 146 languages,<sup>2</sup> and more than 500 arts organizations,<sup>3</sup> the Metro Atlanta Region is rich in cultural awareness, traditions, and resources. The Brookhaven/Oglethorpe MARTA station connects to the regional transit network and easy access to highways I-285 and I-85 provides additional connections to regional offerings. Despite the city’s location, many residents find they have limited access to the broader offerings of the region for a host of reasons including cost, limited mobility and access to efficient transit or automobiles, and traffic congestion during peak travel hours that make journeys outside (and sometimes within) the city long and arduous.

<sup>1</sup> ACS 2018 estimates.  
<sup>2</sup> Emory College Language Center.  
<sup>3</sup> Atlanta Regional Commission.

This plan looks at strategies that increase local access to arts + culture without duplicating regional resources and events that are now enjoyed by residents. The goal is to complement rather than compete with regional amenities such as parks (residents note in surveys and interviews that they often visit Piedmont Park, Inman Park, and Candler Park) and public spaces (Chamblee public spaces, murals, and galleries; the sculpture in the Buckhead Financial District; the Decatur Hollywood24; and the Sandy Springs Civic Center). The *2014 Comprehensive Parks and Recreation Master Plan* asked residents about their top activities when visiting parks and The Arts Festival ranked 4th with top reasons being walking, fitness and playground usage. There were similar responses during this arts + culture planning process with residents requesting more after school arts programming and festivals and activities in the parks. In Atlanta, residents visit the High Museum, Atlanta Botanical Gardens, the Rialto Theatre, and the Spruill Center in Dunwoody. Parks and public spaces are enjoyed throughout the region, indicating the importance of these spaces to resident quality of life.

## Brookhaven Demographics<sup>4</sup>

**With almost a third of the City’s 54,000 (approx.) residents under 18 years of age and approximately 9% age 65+, along with one of the largest Latino populations in Metro Atlanta city, the varied cultural traditions, experiences, and needs of Brookhaven’s residents provide fertile ground for a diverse array of arts, cultural, and creative practices and experiences.**

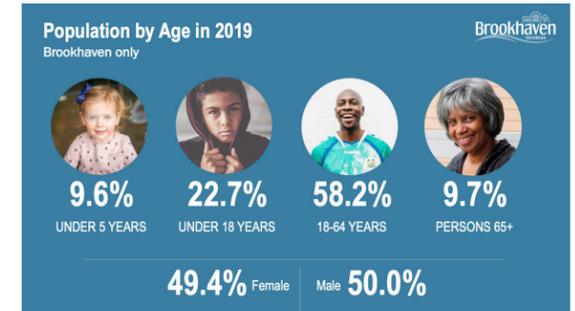
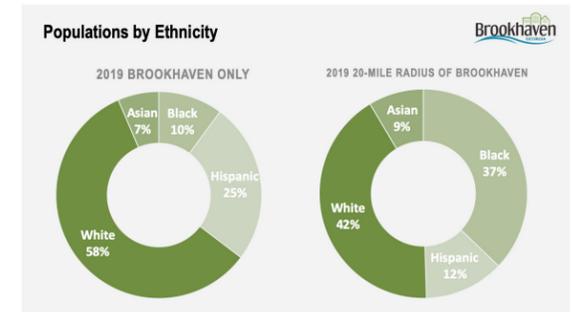
The plan seeks to support and celebrate the diverse nature of Brookhaven by providing a framework that serves all residents of the city.

The Plan can also serve the daytime worker population (20,127 in 2019) of the city by supporting businesses, providing life in public spaces, and seeking to engage local and regional businesses in collaborative efforts to support local arts, culture, and public space activation and enhance business success. Arts + culture also attract business investment; companies seek to locate in places that provide high quality of life and offer amenities and attractive living choices for employees.

There is a unique opportunity for the plan to consider how art and culture, including public art/murals, can play a role in private development. With its cluster of commercial uses at Town Brookhaven, Dresden Drive, and along Buford Highway, and with approximately half of the city’s housing stock renter-occupied, strategies to infuse arts + culture in all kinds of spaces, both private and public, can ensure that all residents have access to cultural experiences. The issue of equity is an important one; over 14% of city residents live in poverty. Everyone deserves access to, and can benefit from, quality of life amenities such as parks, public art, cultural events and this plan outlines strategies to ensure opportunities are offered throughout the geographic and demographic expanse of the city.

<sup>4</sup> Demographic information is taken from a 2019 report commissioned by The City of Brookhaven from “The Retail Coach” and includes source information from: infoUSA\*, Applied Geographic Solutions, Environics Analytics 2018, ESRI 2017, U.S. Census Bureau, Economy.com, Spatial Insights Inc., CensusViewer.com, and/or U.S. Bureau of Labor and Statistics. Demographic graphics provided by the City of Brookhaven.

Source for all Brookhaven demographic slides, unless otherwise noted, is: City of Brookhaven graphics, Data: US Census Bureau, Population Estimates Program, 7/1/19.



## A Cohesive City – Arts + Culture within Larger City & Regional Goals and Initiatives

This strategic plan positions arts + culture within the overall fabric and daily life of the city, not in a silo. The goals and recommendations in this plan are in strong alignment with the vision and goals of the City that are expressed in City Hall planning efforts and current planning documents, and that address stakeholder desires and concerns in current City plans. Goals and recommendations in parks and recreation planning, for Buford Highway, for the Peachtree Greenway, and other plans are considered here to ensure that the City has a roadmap for strong collaboration and focused investment to make the best use of resources and streamline actions:

The *Brookhaven Comprehensive Plan Update (2019)* makes recommendations for supportive outdoor space and infrastructure/design for community health and exercise and addresses the need for clear guidelines differentiating signage from public art. The plan recommends identifying more community festival and event opportunities, particularly those celebrating Latino culture, and suggests growing other city arts and cultural offerings, including creating a public art program. The Hotel/Motel Tax is noted as a resource available to fund and improve arts + culture, such as arts centers.

The *Comprehensive Parks and Recreation Master Plan (2014)* identifies streetscape and landscape requirements that provide a framework for understanding places where art can enhance the public realm and where public space programming can activate public spaces. The requirements for open space in the Parks and Recreation Master Plan include amenity spaces, plazas, pocket parks, and parks -- all opportunities to incorporate public art and cultural programming. During that planning process, stakeholders stated their preference for temporary and permanent art displays, sculptural site furnishings, and murals as the types of art installations they would most like to see. Plan recommendations include future expansion of Parks and Recreation staffing to include an “Arts Coordinator” position and suggestions to broaden the opportunities for arts programming by addressing the now limited available indoor recreation center space.

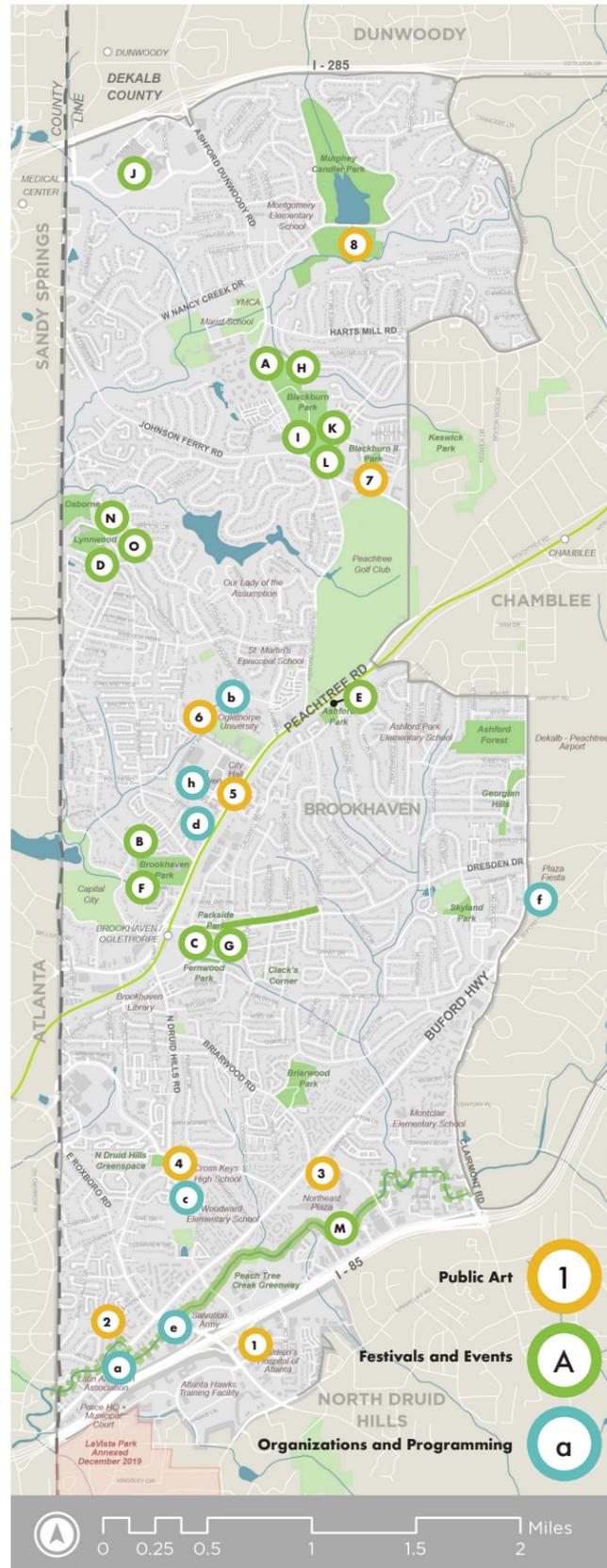
The *Peachtree Creek Greenway Master Plan (2016)* focuses on recreation space and identifies the need for open space in this part of the city, which has the highest density in Brookhaven. As the critical need for alternative transportation in the Buford Highway corridor grew, and the potential to link the PCG to the Atlanta Beltline (ABL) emerged as a solution, the City widened the trail to meet ABL and Multi-use transportation project specifications. Throughout, the City has retained its commitment to providing public art and also retaining unprogrammed small spaces that can be used for cultural activities. The plan proposes new civic space at Northeast plaza and encourages the installation of “unique artwork” as well as active frontages along the greenway with outdoor cafes and other public-facing uses. These recommendations have been considered in this strategic plan.

Buford Highway (BuHi) has been the subject of numerous planning studies and plans, including the *Buford Highway Overlay – Code of Ordinances (2019)*, the *Buford Highway Master Plan: An LCI Planning Process (2017)*, by Chamblee, Doraville, and the ARC, and the *Georgia Tech Buford Highway Brookhaven Vision Plan (2017)*. The Chamblee and Doraville LCI Plan recommends that all three cities (Chamblee, Brookhaven, Doraville) designate BuHi a Cultural Corridor and encourages the cities to jointly pursue grants for art and improvements to the corridor. Other recommendations in the plans include accommodating the Culturally Complete Street Guidelines developed by Smart Growth America for BuHi and suggesting the City establish a partnership with MARTA to improve bus shelters and investigate the role of autonomous vehicles as this corridor has the heaviest public bus use in the region. Stakeholders participating in these planning processes asked for food trucks, local art, cultural performance space, and sidewalk widening. In May 2020, the Brookhaven City Council accepted the *Buford Highway Transit Evaluation Report (2020)* and approved the report as an amendment to the City’s Comprehensive Transportation Plan and Buford Highway Improvement Master Plans. The evaluation found that a bus rapid transit (BRT) project is feasible. The evaluation proposes dedicated lanes for the Route 39 bus, which is MARTA’s busiest route, and reducing the number of stops or adding a new express line to the route. This project has been ranked in the top quarter of all submissions to The Atlanta Transit Link Authority (ATL) for inclusion in the Regional Transit Plan. Improvements to the bus service here would provide opportunities to include public art, public space programming, and functional art in new bus shelters and along the route.

The City of Brookhaven is currently updating its *Buford Highway Master Plan*. While not a Brookhaven Plan, the Chamblee and Doraville LCI Plan contains recommendations that consider arts + culture, including gateway signage at key entry points, taking an arts approach to bus shelter redesign, and exploring ways to connect and highlight restaurant and retail space with public art and better pedestrian ways.

The *Brookhaven-Peachtree Livable Centers Initiative Study & Action Plan Update (2017-2021)* reviews progress made to date on the 2011 Plan and highlights future projects in the implementation pipeline including bike and sidewalk enhancements, traffic calming and pedestrian safety improvements, and improvements to the MARTA station. The focus on redevelopment potential and connectivity improvements provides opportunities to integrate art and culture into plans and infrastructure.

# Existing Arts + Cultural Assets



## Publicly Accessible Art

- 1 Art at Children's Healthcare of Atlanta (CHOA)
- 2 Education is Liberation Monarch Mural
- 3 Living Walls and other Murals on Buford Highway and Northeast Plaza
- 4 Cross Keys High School Mural
- 5 #Brookhavenstrong Mural
- 6 Oglethorpe University Campus Art
- 7 The Young Girl's Statue for Peace
- 8 Baseball Statue

## Festivals and Events

- A Cherry Blossom Festival
- B Brookhaven Beer Fest
- C Brookhaven Arts Festival
- D Eggstra-ordinary Easter Egg Hunt
- E Ashford Park Easter Egg Hunt
- F Atlanta Chili Cookoff
- G Brookhaven Farmers Market
- H Brookhaven Food Truck Nights
- I Paint the Park
- J Taste of Brookhaven
- K Blackburn Park Easter Egg Hunt
- L Light Up Brookhaven
- M Hispanic Heritage Festival
- N MLK Day Dinner
- O Lynwood Park Community Day

## Organizations and Programming

- a The Latin American Association (LAA) of Atlanta
- b Oglethorpe University Museum of Art & The Conant Performing Arts Center
- c Cross Keys High School
- d Chamber of Commerce
- e The Salvation Army
- f We Love BuHi
- g Center for Pan Asian Community Services (CPACS) (Atlanta)
- h Explore Brookhaven

## Publicly Accessible Art

Much of the City's public art is owned and managed by private and nonprofit entities. The assets map shows the geographic distribution of existing public and publicly accessible art.



**Art at Children's Healthcare of Atlanta** CHOA supports art throughout its campus and has plans to include additional art work in its expansion.



**Education is Liberation Monarch Mural** Originally designed and painted by artist Yehimi Cambrón on the side of a BuHi business, this mural explored the immigrant experience and the "#heretostay" declaration on the artwork was vandalized. The artist repaired the work but this mural was then painted over by the business owner who wished to stay neutral in the conversation about immigration. The Latin American Association of Atlanta (LAA) on Buford Highway commissioned the artist, Yehimi Cambrón, to recreate the artwork at the entrance to its building in Spring 2019.

3

**Living Walls and other Murals on Buford Highway and Northeast Plaza** There are a number of murals at Northeast Plaza and along Buford Highway. These murals were created through private and nonprofit efforts and funding. A collection of murals on the walls of Buford Highway businesses were created as part of a 2017 Living Walls Atlanta and We Love BuHi collaboration to use public art to bring awareness to the immigrants living and working on Buford Highway. Ten artists of color, drawn from Metro Atlanta and throughout the U.S. worked with local community organizations to create the murals. The artists spent several summer weeks working with local community organizations and Living Walls spent extensive time working in and with the community. As such this program was deeply embedded in community. The project was envisioned as part of a larger "BuHi Walk" – an interconnected series of artwork, pathways, and programmed spaces throughout the commercial areas and parking lots in this area. The project culminated in a conference that included talks, a night market, programming, and other events. The artists include: Yehimi Cambrón (mural was painted over and now is at LAA); Tatyana Fazlalizadeh; Yoyo Ferro (mural at Cross Keys HS); Roberto Hernandez; Jetsonorama; Michelle Angela Ortiz; Sanithna Phansavanh; Dianna Settles; Jess x Snow; Zoo. This initiative is a model for public art and community initiatives that pay artists fairly, engage deeply with community members, and seek to create long-term relationships and support communities of trust and collaboration.

A sample of murals are shown on the following pages by Roberto Hernandez, Jess X. Snow, Yoyo Ferro, and Yehimi Cambrón.



**Roberto Hernandez**  
www.robertosartwork.com  
instagram: @robertosartwork



**Mi Gente** by Yehimi Cambrón This mural is “a project of the Neighborhood Initiative at Atlanta History Center and has been produced in partnership with Freedom University, the Latino Community Fund, the Latin American Association, NCG Cinemas, Northeast Plaza, and Plaza Fiesta.” Source: <https://www.atlantahistorycenter.com/programs/mi-gente-drive-up-mural-launch>



**#BrookhavenStrong Mural** by Alison Hamil The #BrookhavenStrong Mural was created in April 2020 during the COVID-19 Pandemic to signify unity and hope for city residents. Supported by the City of Brookhaven, the mural is a temporary public art piece on the MARTA retaining wall on Peachtree Road near City Hall.



**The Young Girl's Statue for Peace** In 2017 the City of Brookhaven accepted this sculpture that honors the women who were sexually trafficked by the Japanese military during World War II. The sculpture, created by artists Kim Seo-kyung and Kim Eun-sung, is located in Blackburn Park. The National Center for Civil and Human Rights in Atlanta declined to display the statue after originally agreeing to host this piece of art and the Brookhaven City Council voted unanimously to accept this memorial.



**Jess X. Snow**  
www.jessxsnow.com, instagram: @jessxsnow  
Source: <https://www.welovebui.org/buiwalk>



**Cross Keys High School Mural** This 2017 mural on the side of Cross Keys High School (part of the DeKalb County School District) was painted by local artist Yoyo Ferro and Cross Keys students. The 22 by 166 foot mural is the result of a school process that involved students, teachers and staff, and community members and reflects the diversity and collaborative spirit of the school. The mural was made possible through the We Love BuHi and Living Walls Atlanta partnership along Buford Highway.



**Oglethorpe University Campus Art** The Oglethorpe University Campus is open to the public, and public art organized via the Oglethorpe University Museum of Art (OUMA) can be found in various places including the Academic Quad and the Conant Performing Arts Center lobby exhibit space, as well as the Trustee Room gallery of the Turner Lynch Campus Center. The Philip Weltner Library at OU is also seeking ways to be a greater resource for residents of Brookhaven and art from both OUMA and library archives is featured throughout.

Photo Credit: Duane Hanson (American 1925-1996), *Stormy Petrel*, c. 1962-1965, concrete, Collection of Oglethorpe University Museum of Art



**Baseball Statue** Every year the outgoing major league 12 year-old group contributes a special project at Murphey Candler Park. In 2011, this group donated this baseball statue.

## Festivals and Events

Most of Brookhaven's festivals and events are organized by private organizations or are organized in partnership with the City of Brookhaven. The role of private organizations and the strong collaborations that exist provide strong capacity for this type of programming and this model is an important one to continue in order to grow arts and cultural programming and events in the future.



Image source: <https://events.ajc.com/event/brookhaven-arts-festival-4d71foldi9>



Image Source: <https://www.porchdrinking.com/articles/2017/06/01/event-preview-brookhaven-beer-festival-2017/>

Source: all images from the City of Brookhaven unless otherwise noted

	Name	Location	Time of Year	Organizer	Description
A	<b>Cherry Blossom Festival</b>	Blackburn Park	Spring (March)	City of Brookhaven in partnership with Splash Festivals & Live Nation	Free, yearly festival held in Blackburn Park. Includes musical performances, food trucks, arts and craft vendors, children's activities, and petting zoo.
B	<b>Brookhaven Beer Fest</b>	Brookhaven Park	Spring (April)	Spiral Entertainment	Ticketed beer festival held yearly since 2011 in late spring. Features beer, wine, and cider tastings, food from local restaurants and food trucks, live music and a DJ.
C	<b>Brookhaven Arts Festival</b>	Apple Valley Road behind Brookhaven/Oglethorpe MARTA station.	Fall (October)	Brookhaven Community Foundation	Free, two-day arts festival with a juried art show featuring artists from across the country, a classic car show, children's activities, and live music.
D	<b>Eggstra-ordinary Easter Egg Hunt</b>	Lynwood Park	Spring (April)	City of Brookhaven Parks & Recreation	Easter egg hunt geared towards children with visual and hearing impairments held for the first time in 2019. Also features Peter Rabbit and face painting.
E	<b>Ashford Park Easter Egg Hunt</b>	Ashford Park	Spring (April)	The Debbie Leonard Group	Yearly Easter Egg Hunt in Ashford Park since 2007.
F	<b>Atlanta Chili Cookoff</b>	Brookhaven Park	Fall (October)	Atlanta Chili Cookoff	Annual chili cookoff happening since 2012, featuring competition for professional and amateur chefs and chili tastings for all.
G	<b>Brookhaven Farmers Market</b>	University Baptist Church	April-December	Brookhaven Farmers Market	Weekly farmers market from 9-12pm selling locally and sustainably produced food/artisanal products.
H	<b>Brookhaven Food Truck Nights</b>	Blackburn Park	Weekly on Wednesdays	City of Brookhaven in partnership with Street Food Coalition	Food truck nights each Wednesday from 5-8pm in Blackburn Park.
I	<b>Paint the Park</b>	Blackburn Park	Fall (September)	City of Brookhaven Parks & Recreation	City provides art supplies and canvas for a one-day call for artists to showcase painting talents. Completed pieces are displayed throughout the day. Age group awards are given and winning pieces are displayed at City Hall.
J	<b>Taste of Brookhaven</b>	Hyatt Regency Hotel	Fall (October)	EB launched 2019 This was a ticketed event and included multiple sponsors.	A very successful fundraiser for Children's Healthcare of Atlanta showcasing Brookhaven's multi-cultural cuisine. Given the current State of Emergency, the 2020 event has been canceled, however plans are in place to return in 2021.
K	<b>Blackburn Park Easter Egg Hunt</b>	Blackburn Park	Spring (April)	City of Brookhaven	Yearly Easter egg hunt for local children. Has photos with the Easter Bunny, arts and crafts activities, face painting, and prizes.
L	<b>Light Up Brookhaven</b>	Blackburn Park	Late Fall (December)	City of Brookhaven in Partnership with CHOA	Yearly free tree and Menorah lighting event. Santa makes his entrance on CHOA's helicopter. Includes photos with Santa, local musical acts, various local partnerships, arts and crafts, food trucks, holiday movie and candy cane hunt.
M	<b>Hispanic Heritage Festival</b>	Northeast Plaza	Fall (2019)	City of Brookline in partnership with Northeast Plaza and the Police Department	Day of fun with children's activities, City information tents, music, and grilled food.
N	<b>MLK Day Dinner</b>	Lynwood Park	January	City of Brookhaven	Brookhaven's integrators from the Lynwood School form a committee each year to honor Black members of the community who have made a significant impact on the Brookhaven area.
O	<b>Lynwood Park Community Day</b>	Lynwood Park	May	Lynwood Neighborhood Association	Lynwood Park Community Day is a celebration of the historic Lynwood Park community. Community members who lived in Lynwood Park and attended Lynwood School join for a block party style reunion.

In addition to these festivals and events, other activities regularly take place in the City's parks including organized recreation and numerous 5k runs and other sports.

## Organizations and Programs

The City is host to a number of organizations, institutions and initiatives. Some of the larger ones include:

### a The Latin American Association (LAA) of Atlanta

- Serves the Metro Atlanta Hispanic population, including Brookhaven residents (24% of the city population)
- Serves as a gateway to Brookhaven on Buford Highway
- Focuses on direct services, events, and advocacy
- Actively contributes to workforce development and providing resources for Hispanic-owned small businesses
- Invites young Georgia artists to participate in annual contest empowering them in “Portraying the Immigrant Experience.” Winners receive a scholarship and their art work is displayed in public venues
- Collaborated with Living Walls to install Yehimi Cambrón’s Education is Liberation Monarch Mural on the building in 2019.
- Features three works of art (two inside, in addition to the mural) and hosts arts events (art exhibits in 2017 and 2018, and a Venezuelan play in 2019).
- Works closely not only with Latino artists, but also with arts and other organizations in the metro area to support the arts (including the Museum of Contemporary Art, MOCA GA, the Atlanta History Center, etc.).

### b Oglethorpe University

- The Oglethorpe University Museum of Art (OUMA) serves the university and greater Atlanta community by presenting exhibitions that reflect the academic rigor of a liberal arts education and the cultural diversity of our community. OUMA presents three major exhibits and several smaller events each year, ranging from local artists to featuring renowned impressionists like Renoir. The museum hosts film series, author events, lectures, and the Skylight Concert Series in the fall and spring semesters.
- As Brookhaven’s only museum of art, OUMA connects to the local community and throughout the metro Atlanta area. OUMA is committed to the social work and outreach of museums to improve inclusivity and diversity in the collection and museum profession.

### c Cross Keys High School

- Cross Keys is part of the DeKalb County School System and serves approximately 1600 students

from the BuHi Corridor in Brookhaven, Chamblee, and Doraville. The student body is composed of approximately 80% Latino, 11% Black, 6% Asian, and 1% white. It is one of the most culturally diverse high schools in the state, with students from 65 countries and has been consistently highly ranked in the state. The Art Department offers regular and AP classes in art and also collaborates with other organizations, such as the Latin American Association, and initiatives, such as the Living Walls mural project along BuHi. One focus of the program is supporting students who wish to make a career of art. The Art Department is exploring ways to increase collaborations within the community, expand available “making” space and access to cost effective materials and supplies outside of school hours, and provide professional mentoring opportunities for students.

### d Chamber of Commerce

- The Chamber promotes local businesses by supporting a high quality of life in the city, promoting programs and services to support economic growth, and providing educational and leadership development opportunities for members. The Chamber recruits new businesses to Brookhaven and offers a number of marketing and event programs to promote businesses as it works to make Brookhaven a great place to live, work, and learn. Programs and events include Rosé All Day – a spring food and wine festival, a Restaurant of the Day promotion, and Taste of Brookhaven.
- The Brookhaven Epicurean Society is a joint venture with the Brookhaven Chamber of Commerce and Corner Booth Consulting. The Society celebrates the city’s local collection of independently owned drinking, dining and entertainment venues by offering events for visitors and the community such as the inaugural 2/29 pub crawl which showcased eleven venues in the city and offered live entertainment at three stops on the crawl. A portion of event ticket proceeds went to Children’s Healthcare of Atlanta.

### e The Salvation Army

- Serves as one of the City’s primary outreach and programming organizations with Latino families.
- Provides services for those in need and offers art classes for children and adults.
- Offerings include music groups, which include a brass band, choir, and a praise band, as well

as art and music classes for children on Sunday afternoons.

- Has a church on site.

### f We Love BuHi

- The organization organizes community events that reflect the region’s integrity, inclusion, and influence and it brings communities together along the Buford Highway International Corridor. We Love BuHi encourages dialogue and learning with events such as the Oral History project and BuHi Walk. The 2017 Living Walls X Buford art installation, in which BuHi partnered with the Atlanta nonprofit Living Walls to invite ten artists from Atlanta, New York, and Philadelphia, resulted in a community collaboration that created murals reflective of what is important to residents in the area (see the Public Art section for a description of this initiative). We love BuHi is implementing parts of the Buford Highway Master Plan/LCI for Chamblee and Doraville and is interested in extending its focus to the tri-city length of the highway.

### g Center for Pan Asian Community Services

- Serves the Metro Atlanta Asian population, including Brookhaven residents (6.3% of the population).
- First, largest, and oldest organization in the Southeast to focus on issues and concerns of Asian Americans, especially women, children and families with low incomes.
- Promotes self-sufficiency and equity for immigrants, refugees, and the underprivileged through comprehensive health and social services, capacity building, and advocacy.
- Offer cultural and community education and youth development programs.

### h Explore Brookhaven

- Explore Brookhaven is the city’s Convention and Visitors Bureau. Funded by hotel/motel tax, Explore Brookhaven provides professional tourism leadership and expertise for the Brookhaven destination.
- Explore Brookhaven’s strategic plan outlines the core elements of the organization:
- *Vision Statement* – We provide professional tourism leadership and expertise for the Brookhaven destination.
- *Mission Statement* – We enhance the image, perception and success for tourism activities and economic opportunity in the city of Brookhaven.

- *The Explore Brookhaven Promise* – We bring people together and create a genuine sense of belonging. Welcoming, approachable, relaxing and beautiful. It’s easy to enjoy our neighborhood experiences and family friendly community. You are a guest in Brookhaven. For a day or forever.

## City Support of Arts + Culture

Since 2018, the City of Brookhaven has committed approximately \$20,000 - \$30,000 per year on arts + culture. This support of arts + culture represents the interest on the \$2m fund balance. In FY2020 the interest will support approximately \$31,000 in arts expenditures. In addition, through Explore Brookhaven's budget, the City supports the Oglethorpe University Conant Theatre in the amount of \$100,000 annually. DeKalb County does not provide funding for any municipal arts and does not have a county arts program.

In addition to annual expenditures based on the fund balance interest, the City supports arts + culture in other ways, including consideration of arts in infrastructure improvements, ongoing support for events and festivals, and a commitment to high quality design. The City’s Cherry Blossom Festival commitment is \$290,000 annually; this expense is offset by growing contributions toward the festival. City staff commit to ongoing relationships and collaborations with a host of public agencies and offices to explore and implement improvements in the public realm.

The City also publishes the Brookhaven Parks & Recreation Guide each season, and this online and hardcopy edition is available in English and Spanish. Fall 2019 offerings included “Creative Movement and Dance” at Lynwood and Ashford Parks, in partnership with that organization, and Performance Arts classes in partnership with Thaddeus Productions at Briarwood Park. Art classes for 4-6 year olds, 7-10 year olds, and Pre-K and K+ were offered at Ashford and Lynwood Parks.

Department of Public Works and public safety costs for festivals and events are included in the annual funding figures indicated here. It should be noted that DPW expenses for arts + culture are very low.

This plan is the next step in outlining a rationale and phasing for increased support, including possible additional funding resources.

## What We Heard – Surveys, Interviews, Focus Groups, and Public Meetings

What’s important to Brookhaven residents, businesses, and civic leaders? We heard a wide range of opinions during our outreach for the plan, which included an online survey with 385 respondents, 16 one-on-one interviews with all City Councilors, City staff, Explore Brookhaven, the Brookhaven Chamber of Commerce, and additional stakeholders representing education, Latino culture, teen arts, and others.

Ten focus groups were conducted around the following topics:

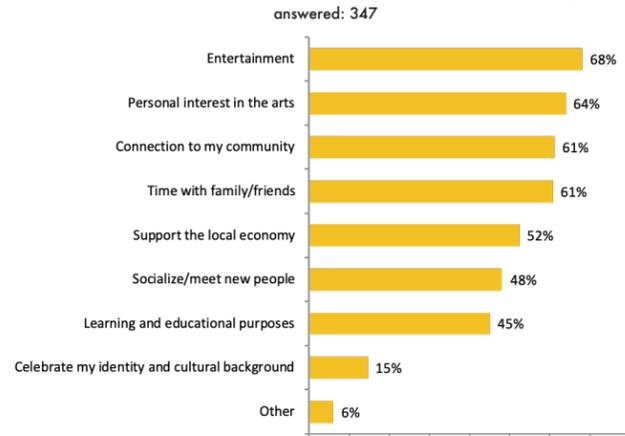
- City of Brookhaven Department Heads (2)
- Buford Highway businesses and organizations
- Restaurants and Retail (outside of Buford Highway area)
- Leaders in Latino arts initiatives
- Business and Development
- Cross Keys Arts Program/Teen
- Parks and Public Spaces
- Smaller Arts Organizations + Educational Institutions
- Oglethorpe University

Two Open Houses were held:

- 11/20 6:30-8pm, Lynnwood Recreation Center (English)
- 11/21 6:30-8pm, Salvation Army (Spanish)

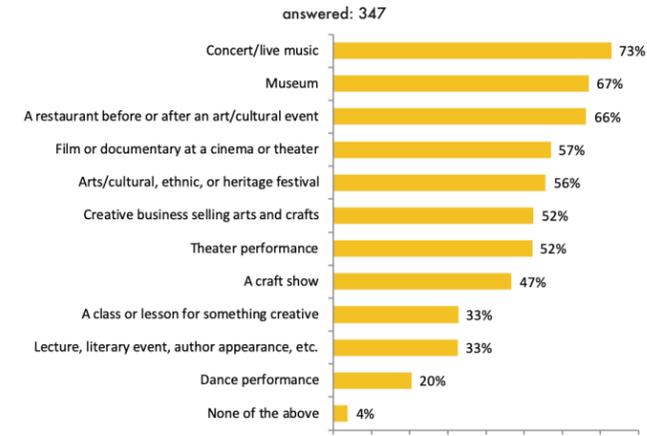
Feedback from regular meetings with the Arts Advisory Committee was also incorporated in the plan.

### What motivates you to participate in arts & cultural activities in Brookhaven? (Mark all that apply)



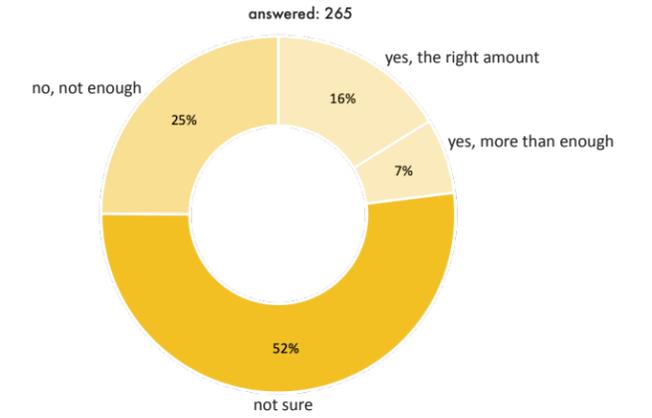
Residents participate in arts and cultural activities for a variety of reasons, topped by entertainment, personal interest in the arts, connecting with their community, and spending time with family and friends.

### In the past year, I have attended or visited: (Mark all that apply)



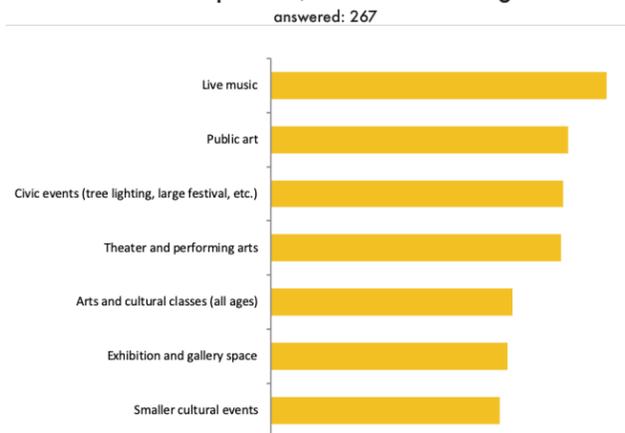
Concerts and live music are the most popular destinations, followed by museums, dining after or before a cultural event, films, festivals, creative businesses selling art or crafts, and theater.

### Does the City of Brookhaven currently invest enough in arts + culture?



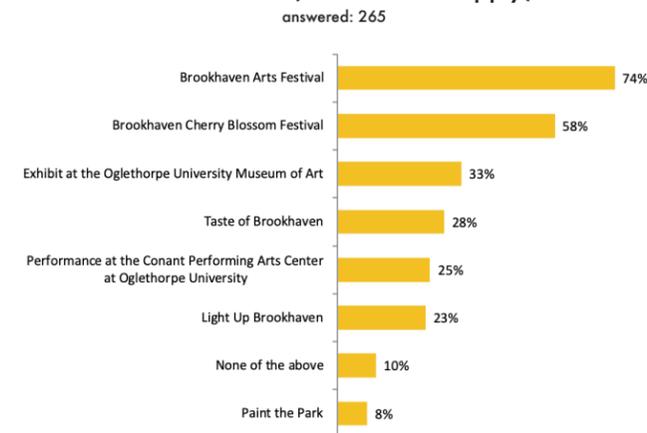
About half of respondents are not sure if the City invests enough in arts + culture while the other half is split between believing there is not and those thinking the City is investing the right amount or more than enough.

### Rank the following in order of importance to you. From most to least important, based on average scores:



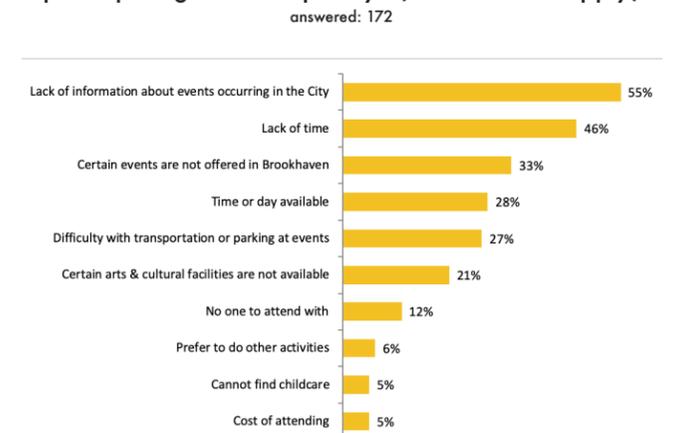
While live music ranks highest in terms of importance, most other arts and cultural opportunities are close in ranking, including public art, civic events, and classes.

### Have you attended any of the following events in Brookhaven? (Mark all that apply)



The local festivals are popular with residents with the Arts and Cherry Blossom Festivals ranking highest, followed by Oglethorpe Museum and Taste of Brookhaven.

### What are some of the issues that prevent you from participating more frequently? (Mark all that apply)



The greatest barriers to enjoying arts + culture are lack of information on what is available and lack of time.

**Visual Preference Survey:**  
Which of the above types of public art and programming would you most like to see in Brookhaven? (Select up to 3)

answered: 259



Live Music, LED light art, art crosswalks, and wall murals were the top desires of residents in terms of new art in the city.

**When asked to list two favorite arts and cultural resources in Brookhaven, responses indicated:**

love Chamblee Library don't know fall Conant Performing Arts think offer Food trucks Buford Hwy  
concerts Food Museum public Buford Highway Paint Park  
Cherry Blossom free Blackburn Park Performing Arts Center  
Park also art playing Oglethorpe Theatre  
Arts Festival Festival Arts  
Brookhaven Arts Festival Movie  
Cherry Blossom Festival music  
Brookhaven Arts fest Oglethorpe University  
Capitol City Opera Oglethorpe Museum aware festival fest  
Brookhaven Arts Fest dog park events craft fairs none Exhibits murals LAA  
Festival Brookhaven wish t think murals Buford Highway farmers market performances Theater  
shows Brookhaven Arts

The Brookhaven Arts Festival, the Cherry Blossom Festival, and Oglethorpe University are the most popular Brookhaven cultural destinations for Brookhaven residents.

**Respondents offered a range of things when asked what is missing in terms of arts and cultural offerings in the city:**

performance Oglethorpe University know performing arts center local artists Blackburn held  
money don't know Blackburn park art museum gallery etc Live music venue artists start  
music venue Town Brookhaven need existing Outdoor think center different  
theatre cultural live music great place lectures see Nothing music big  
offerings Cherry Blossom Festival space really Public art  
classes adults community missing festival culture  
events Free art year Brookhaven movies parks  
Diversity concerts Everything venue Street art theater Something  
city kids classes Small public education local Chamblee better highlights  
museum outside arts center shows nice Adult murals much gardens Permanent  
Maybe even painted art exhibits live Dunwoody also lot art galleries aware sculpture way

Residents would like to see more events and festivals and public art. City parks are important and were consistently mentioned in responses.

**Respondents were also asked to list two favorite arts and cultural resources in Metro Atlanta (outside Brookhaven):**

fest Civil Human Rights Alliance Theater Stone Mountain Atlanta History Center  
Inman Park theater Center Civil Human Atlanta Symphony Fernbank Beltline  
Chamblee Inman Park Festival book festival High Puppetry  
Atlanta Botanical Gardens belt line  
Dogwood Festival None Museum art beltline Atlanta  
Aquarium Botanical gardens spruill arts center Art Alliance  
High Museum Woodruff Arts Center festival  
Decatur book festival Arts Festival arts center  
Piedmont Park Atlanta Symphony Orchestra concerts Decatur  
Fox Theater event shows ponce city market Theatre parks  
Fox Theatre Chastain arts center FOX springs Music Horizon Theater  
Sandy Springs Plays Chastain Park Center

The High Museum, festivals, parks, Botanical Gardens, and Fox Theatre are the most popular Metro Atlanta cultural destinations for Brookhaven residents.

**When asked what else they would like to say about arts + culture in Brookhaven, respondents answered:**

programming plenty arts center family artists performing arts center area money cultural events  
interested Small Add concert public spaces things Brookhaven needs space nice  
community opportunities public outdoor cultural classes love performance  
see Gardens think kids park nature Brookhaven look  
art will events well city lot make something festivals local  
big people also last use center public art parts etc amazing love see Nothing  
known dream need Music large light cherry blossom festival towns mural venue

Responses were similar to "what is missing" and included parks, events, public art, and festivals. There was much emphasis as the parks as a venue for arts + culture and the importance of the city's festivals events.

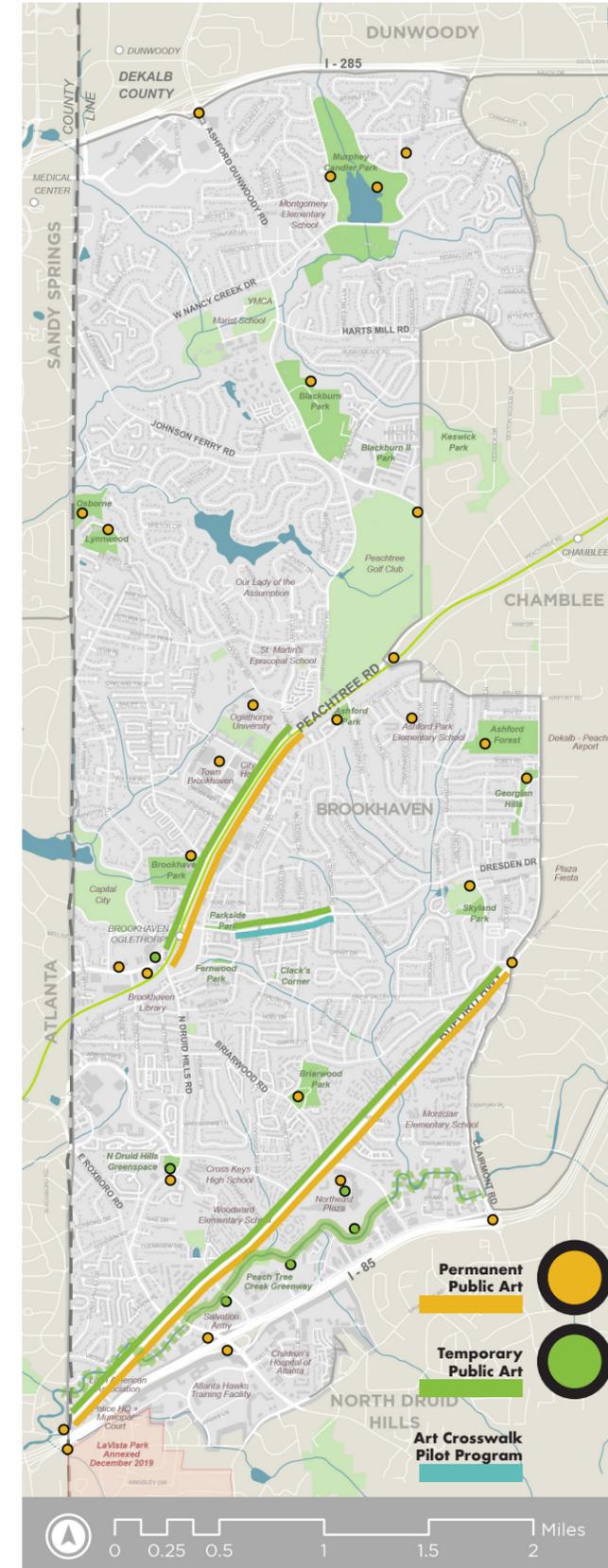
# Places for Public Art, Public Space Activation, and Gathering

## Summary of Outreach

Overall suggestions and comments heard from stakeholders include:

- The City needs a heart! Brookhaven needs one central space that is its identity.
- We should be inclusive and purposeful; celebrate our Latino, and Asian residents and businesses in authentic ways.
- There is no central place or identity for arts + culture in Brookhaven...the city needs some kind of space or program center where classes, organizations, and events can come together.
- Arts + culture can differentiate Brookhaven from our neighbors...it's important to have a strong vision.
- Consider monumental artwork in parks. If you are going to do, do it big and right. We should be looking toward world-class art.
- Music is an important consideration for the plan. Also consider licensing musicians and artists to allow public performances.
- Look toward immediate/short term projects...let's get this plan started right away!
- Temporary art should be considered...rotate art pieces throughout the city...we can explore more this way and be innovative.
- Think about walking corridors and how arts can help define and connect neighborhoods and commercial areas.
- Our chef-driven restaurants are a unique feature of the city...let's enhance connections and visibility through arts + culture collaborations.
- Incorporate arts requirements on bigger development projects (over 50,000 - 100,000 Square Feet?)
- Residents focused on transportation, connectivity and open space when asked what would improve their day-to-day lives:
  - » Less traffic, more frequent bus service, better transit rider experience (better crosswalks, nicer bus shelters)
  - » Walkable neighborhoods with nearby services and amenities, more trails and sidewalks, more benches in parks and along walkways
  - » More access to, and greater offerings of festivals, music, public art, arts education (particularly for youth)

The following map shows a compilation of the comments received from all plan outreach regarding existing and desired places for gathering and for arts + culture including public art.



In addition to the city's parks and the Peachtree Creek Greenway, Buford Highway received a large number of comments from stakeholders during the planning process. Additional opportunities for public art, cultural programming, and community celebration along Buford Highway were noted as the following:

- Create and support cultural events, music festivals, and other activities here
- Ensure that the PCG serves the local community – space for recreation, small gatherings and music.
- Host an international festival here
- Incorporate public art and public space activation into planning, development, and transportation initiatives
- Using art and lighting to enhance and celebrate the corridor and enhance safety
- Improve crosswalks and pedestrian environment
- Explore ways to encourage public art on private property (apartment complexes)
- Provide bus shelters and integrate art opportunities
- Provide and manage cultural space that offers making, dance, rehearsal, and art classes and events.
- Offer youth arts programs such as the We Love BuHi collaboration with Doraville schools for afterschool arts classes.

Stakeholders highlighted the following concerns for the BuHi corridor:

- Maintain cultural diversity, presence of Latino and Asian communities.
- Protect existing businesses by considering affordability requirements for cultural/independently-owned businesses in the overlay district
- Protect and grow workforce housing, affordability for existing residents
- Create strong connections to the PCG and to new mixed-use development along the corridor (BuHi Walks proposal) including offering alternatives to using BuHi sidewalks for pedestrian and bike activity.
- Pursue transit funding for improvements to enhance sidewalks, bus stops, public art, cross walks, signage.
- Consider the entire BuHi corridor and work with Chamblee and Doraville on an integrated vision.

Stakeholder input and context form the foundation for the focus area and conceptual framework for the plan presented in the next section.

# 3 – Vision for Arts + Culture

Brookhaven embraces diversity and supports arts and cultural initiatives and public art that are accessible for, and representative of, all residents. Arts and cultural experiences and public art installations support connectivity between neighborhoods and business areas, celebrate and enhance public parks and civic spaces, and provide educational and fun experiences throughout the city. Brookhaven embraces an identity that values arts + culture, espouses innovation and cutting-edge ideas in creativity, and invites all residents, visitors, and businesses to engage in arts and cultural activities and initiatives.

## Conceptual Plan Focus Areas

The goals and strategies that follow in Section 4 all support the focus areas of the plan, which encompass geographic, programmatic, and organizational conditions in the city. The plan framework is flexible and creates a foundation for the City to expand focus areas or shift programmatic directions.

**CITY PARKS** Parks and open space are frequently at or near the top of the list when residents talk about what they love about Brookhaven. In surveys asking what activities are desired in public parks and as part of an arts and cultural plan, music, public art, and arts education rank at the top of the list. City parks can be the focus for permanent and temporary public art and can also host more festivals and events. The plan recommends the establishment of a community public space activation and programing fund that supplies small grants to neighborhoods who wish to host cultural activities such as movie nights, music performances, chalk walks, or many other things limited only by residents' imaginations and organizational skills.

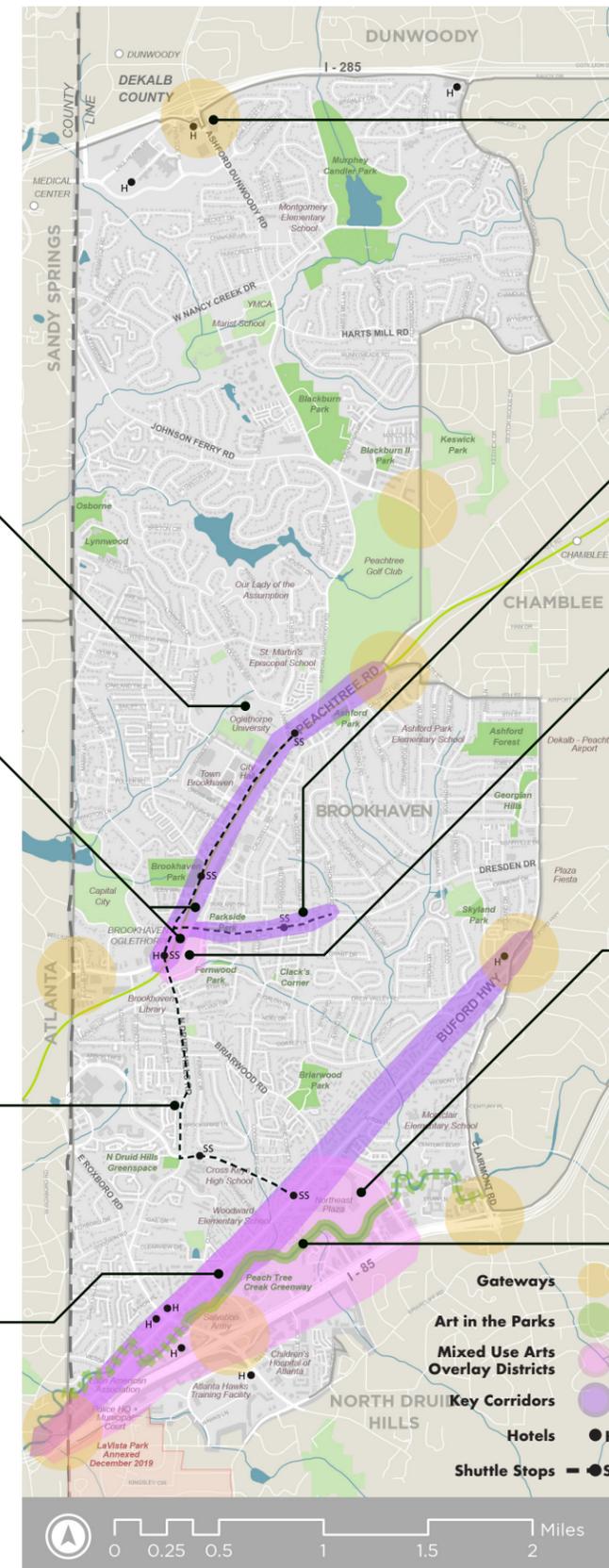
**OGLETHORPE UNIVERSITY** The University offers the Conant Performing Arts Center, the Oglethorpe University Museum of Art, a host of events, and public art on the campus. In addition, Oglethorpe is exploring ways to make their library more accessible to Brookhaven residents. With their programs in arts careers (studio art, art history, museum studies) and performing arts curriculum, the University is natural partner for advancing plan recommendations to expand arts and cultural offerings as well as arts education and mentorship for teens, particularly with the arts program at Cross Keys High School.

**MARTA WALL AND MARTA BRIDGE** As a main corridor in the city, Peachtree Road creates an image of the city for residents and visitors. The MARTA wall is an opportunity to re-envision the road to celebrate arts + culture and a new look for a well-travelled road (55,000 cars travel this strip daily). The wall is owned by MARTA and visuals are regulated by GDOT rules because the wall sits on a state route. This project requires MARTA's permission and local funding, and will be challenging because of the poor surface condition of the wall, but it is worth starting on this initiative now and beginning to coordinate with MARTA's Art Program, perhaps even planning for a temporary solution such as plantings, or an LED installation that isn't dependent on the wall condition or rust removal for integrity. These discussions can also be a part of City/MARTA Transit-Oriented Development conversations for development of the MARTA station site. The MARTA Bridge at North Druid Hills Road is an easier project and this structure could be the site of a mural or LED lighting installation, or both.

**A FREE BROOKHAVEN ARTS AND DINING SHUTTLE** Connectivity supports vitality, increased audience size, and a greater market for local businesses. A free shuttle connecting the MARTA station with area hotels, the Conant Performing Arts Center, and restaurants and entertainment options along Buford Highway and Dresden Drive can attract business travelers (80% of whom travel alone) as well as regional patrons and dining customers. A pilot program, in collaboration with Explore Brookhaven, can test which days and hours work best for shuttle operations.

**BUFORD HIGHWAY** Buford Highway holds a special place in Brookhaven. It is the core residential area for the majority of Hispanic residents, a regional commercial destination for independent restaurants and retail, and a segment of a larger cultural corridor stretching from Doraville to Chamblee to Brookhaven. The plan recommends designating BuHi as a Cultural Corridor; collaboration with Chamblee and Doraville on corridor initiatives; and infusing arts + culture, as well as teen arts mentorship opportunities in mobility improvements and infrastructure, given that the corridor serves many residents who are transit-dependent and has the highest volume of MARTA bus ridership in the region.

## Brookhaven Conceptual Plan Focus Areas



**CITY GATEWAYS** The major gateways to the city offer an opportunity to celebrate the City's embrace of arts + culture. Some gateways already have entry installations; other entrances can also receive signage and sculpture or other art installations such as LED lighting to mark gateway points.

**DRESDEN DRIVE** The Dresden Drive retail and dining destination feels like a small "main street" for Brookhaven, which lacks a downtown or central iconic spot, and this part of the city offers a range of independently-owned eateries that create a unique and unusual spot in the city and region. Temporary public art, art lighting, and a pilot art crosswalk program can enhance this stretch of Dresden Drive, while a recommended free shuttle that connects this area to the MARTA station, Buford Highway eateries, hotels, and Oglethorpe University's Conant Performing Arts Center can help support businesses and then arts.

**MIXED-USE ARTS OVERLAY DISTRICTS** While much of the property in Brookhaven is developed, two of the remaining redevelopment opportunities include strategic parcels along Buford Highway and the MARTA development potential. These parcels provide unique opportunities to bring mixed-use development and a strong arts presence to the city.

**Brookhaven/Oglethorpe MARTA Station + Apple Valley Road** The parking lot at the station is ideal for a development partnership with MARTA and could be the site of new municipal buildings. An overlay district here can provide incentives for a "center" for arts + culture which might include space for nonprofits, an educational/studio component, and multi-use space for small events, performances, and gatherings. Zoning can also require public art and a mix of uses that can activate the area day and night. As Apple Valley Road develops, it will have its own character that can be enhanced by arts + culture, including art crosswalks, public art, special lighting, and spaces and uses that support dining, culture, and creativity.

**Buford Highway** The plan makes recommendations for arts overlay strategies and also stresses that the City should continue to strongly consider ways to retain affordability for residents and small independent businesses, including the dense cluster of independently owned ethnic restaurants, along Buford Highway. Increases in property values and rents without proper affordability controls risk displacing businesses and residents: this area saw strategic parcels property values increase by almost 55% between 2014 and 2018, and is the home to some of the lowest income residents of the city.

**PEACHTREE CREEK GREENWAY** The Greenway is a multi-use trail that serves the entire city and region and also provides opportunity for much-needed neighborhood open space for residents along Buford Highway. The Greenway highlights the natural beauty of the North Fork of the Peachtree Creek environment as the region works to restore this neglected waterway. Residents have consistently asked for open space for recreation and small gatherings, as well as spots for music and other cultural popups on the Greenway. The plan suggests limiting public art to select places where installations do not impede on use of green space, creating designated performance and temporary music spots to encourage local culture and celebrations, and also including eco-art and landscape art in the design and civil engineering work for Phase 2, as permitted by GDOT.

## Buford Highway (BuHi) Cultural Corridor

Buford Highway is a special opportunity area within the city because of its density of local businesses and residents that reflects the diversity of the city and its importance as a community gathering place for services, dining, and shopping. With Chamblee and Doraville designating BuHi as a cultural corridor with their city limits, this plan provides an opportunity to celebrate local culture and businesses while strengthening connections to the PCG and protect and nurture local businesses as the area redevelops over time. The map shown here indicates focus areas and issues that have been consistently raised by residents and businesses and that are reflecting in the goals and recommendations of this plan.

- 1 Designate Buford Highways as a Cultural Corridor and work with Chamblee and Doraville to coordinate events, signage, and marketing.
- 2 Enhance Northeast Plaza as a community gathering space, particularly at spaces such as the location of the new "Mi Gente" mural on the wall of the new cinema in the plaza. Host events, encourage public art, and institute temporary arts and creative uses for vacant storefronts.
- 3 Ensure that the Peachtree Creek Greenway serves as open space for the surrounding community. Designate small areas for music and public space programming, and carefully locate public art to protect open unprogrammed space. Consider temporary art.
- 4 Consider a public art program for private development and spaces. Create a framework and suggestions for private property owners, such as the apartment complexes here, to host temporary and permanent art. See Section 6 for examples.
- 5 Install Gateway signage at key entry points to Buford Highway.
- 6 Host an international festival here.
- 7 Infuse art and public space activation throughout corridor in streetscape and transportation improvements in new bus stops, seating, and signage.
- 8 Consider locating an art space/workshop/maker space here that focus on afterschool classes and programs, making, art studios, and adult learning opportunities. Use similar initiatives such as the We Love BuHi collaboration with Doraville schools for afterschool arts classes as examples and include Cross Keys High School and its arts department in planning.
- 9 Adopt a zoning overlay for redevelopment areas of Buford Highway as identified by the city to incorporate inclusive zoning, protect affordability for local and independent businesses, and encourage arts and cultural spaces and uses.

## Buford Highway (BuHi) Cultural Corridor



## A Day in the Life...Brookhaven's Iluminación/Illumination! Festival

What can we achieve with this Arts + Culture Strategic Plan as a roadmap? The Brookhaven Arts Advisory Committee put their heads together to discuss aspirations for the future.

It's September near future and a beautiful warm evening in Brookhaven for the first night of Iluminación/Illumination! This year the annual night of art and culture celebrates the rich heritage of our Latino residents. Restaurants, the Oglethorpe University Museum, Latino Cultural Center, Brookhaven Arts Center, and pop-up and traditional galleries are open 8 p.m. to 2 a.m. The free Brookhaven trolley runs a loop from Buford Highway to City Hall to Oglethorpe University continuously throughout the evening. MARTA tickets are given away in blocks, having been paid for by a grant or partnership with the MARTA Arts Program. A fleet of pedicabs, each decorated by a Brookhaven resident artist of the Latino community, light up the night with bonnets covered in paper lanterns, fluorescent paint, and strings of lights. Bike lanes are delineated with glo-tape in flowing designs and shops and restaurants mark the occasion with decorative lighting and temporary art displays.

At each stop along the route, vendors have samples as well as small plates – tapas – for visitors stopping by. Galleries offer exhibits and refreshments. Artist booths temporarily occupy formerly-vacant storefronts. The trolley loop ends at

the Oglethorpe University Museum of Art where an exhibition of prints of Rufino Tamayo and Cristina Maria Tavera is on view (this exhibition is scheduled for Fall 2020!). Visitors are greeted with catering from three BuHi Latino restaurants. The museum event peaks at midnight with the unveiling of art acquisitions from the Atlanta region Latino community and comments from artist Tina Tavera. The works of old guard and new compete for position with established 30s/40s Tamayo (apolitical, delving into his Zapotec / Mexican heritage) and contemporary Tavera (politically charged, contemporary Mexican American). Students of Latino heritage and those who are part of the Dream US scholarship program at the university are speakers in the museum proper and on the quad. There are food trucks, pop up, and musical entertainment and community organizations and school music and art programs are featured throughout.

At the end of the night, the trolley makes its final loops, pedicabs parade down BuHi, and everyone makes their way home safely full of empanadas, beautiful art and music, and the warmth of a community connected.



Source: Sydney Rae via Unsplash



Source: Kalle Lundin via Unsplash



Source: Winston Chen via Unsplash



Source: all images from the City of Brookhaven, unless otherwise noted

# 4 – Goals + Strategies

The vision for arts + culture in Brookhaven can be achieved through these six goals and 31 strategies.

Icons correspond to case studies in section 6: #

## Goal #1: Create Robust Arts + Culture Organizational Infrastructure and a Network of Resources

**Provide strong City leadership and City Hall staff infrastructure for arts + culture that can attract funding and partnerships to achieve the core goals of the Arts and cultural Strategic Plan.**

**1.1 Create a City Arts + culture Commission (See Section 5 for Details)** – An Arts + culture Commission (ACC) in Brookhaven should exist under the Community Development Department and can serve as the advocate for plan implementation. The ACC can ensure broad geographic, demographic, and ethnic representation in decision-making for arts + culture funding and initiatives in the city, and be the public face for arts + culture.

**1.2 Create a City Arts and cultural Development Officer position (See Section 5 for Details)** – Within the Community Development Department, an Arts and cultural Development Officer can offer consistent oversight and advocacy to ensure the plan is implemented. This position can be the liaison between the Arts + Culture Commission and City Hall Departments, prepare grant applications, and promote cross-department collaboration.

**1.3 Adopt a multi-pronged approach to funding arts and cultural initiatives in Brookhaven (See Section 5 for Details)** – Adopt policies that utilize a variety of resources and methods for funding arts + culture including:

- Existing funding: interest on the first \$2 million in the General Fund reserves.
- 1% Arts + Culture Capital Project Fund
- Community Investment Agreements
- Development Incentives
- Utilize an arts and cultural lens for the design of all City infrastructure projects
- Grants
- Voluntary 1% for Arts + Culture Program for new development

Case study: 1

**1.4 Create or support a comprehensive arts, culture, and civic calendar** – A single calendar with all civic and cultural events can simplify communications and ensure that residents, business owners, and visitors all use one source. The City’s Arts and cultural Development Officer can oversee this initiative. The calendar should be self-populating for approved, registered users, and can be promoted by the City, arts and cultural organizations, the Chamber of Commerce, and Explore Brookhaven.

**1.5 Seek collaborative partnerships and other opportunities** – Explore and engage in partnerships with local and regional arts and cultural organizations, community groups, and public officials that allow the City to combine its expertise and resources with others, and enable residents to enjoy the robust regional assets available.

**1.6 Evaluate plan progress using metrics for success** – Conduct an annual evaluation of plan progress and communicate results to the public using metrics in Section 5 of the plan.

## Goal #2: Support, Celebrate, and Promote City Diversity through Arts and Cultural Initiatives

**Enable all residents to participate in, and lead, initiatives in arts, culture, and public space programming; facilitate connections and community-building through arts and cultural initiatives.**

**2.1 Designate Buford Highway as a Cultural Corridor** Support multi-cultural art and public space programming through coordinated efforts with Chamblee and Doraville and partner with nonprofits, local schools, and artists to curate and activate public spaces. Buford Highway is a state and MARTA controlled route and the City should work with these entities to support art and culture integration into improvements related to transportation on the corridor. Efforts could include art-inspired bus shelters and crosswalks, bike infrastructure, and continuous sidewalks. With millions invested in the adjacent Peachtree Creek Greenway, including bike infrastructure and connecting routes, Buford Highway can become another link in this network, enhancing pedestrian and cyclist safety.

Case studies: 2 3

**2.2 Host an Annual International Cultural Festival** – Partner with cultural, business, and civic groups to host a regional festival along the Buford Highway Cultural Corridor that celebrates international food, music, art, and culture.

Case studies: 4 5 6

**2.3 Recruit and/or support the creation of a Metro Atlanta Center for Latino Culture in Brookhaven** – Work with advocates for Latino culture to identify opportunities to support a regional center for Latino Culture in Brookhaven. Identify space opportunities or potential developer/nonprofit collaborations and corporate support to create a center on Buford Highway. Act as a convener for potential partners and advocates, including the LAA, Contrapunto, and others who are seeking to partner with business, cultural groups, and the Metro Atlanta community to build a cultural center. Use incentive zoning in arts + culture overlay districts (see 3.1, 3.2, and 3.3) to procure space and possibly other support from developers for a Latino cultural center and encourage advocates for a center to work collaboratively toward goals.

**2.4 Commit to equity in Arts + Culture in the city** – Ensure all City events are accessible and reflect the diversity of cultures and traditions found in Brookhaven – in content, artists, and audience. Ensure that the distribution of funding and arts and cultural support of all kinds is equitably distributed throughout the city, both geographically and demographically. Commit to payment for all artists engaged in work for the City. Provide translations for all website and marketing materials and strive to ensure food offerings at festivals and events draw from a wide range of food vendors and businesses to appeal to a broad range of tastes and to reflect multiple traditions. Ensure that events and activities are ADA accessible for participants and that individuals with disabilities are offered the full spectrum of participation as artists. It is recommended that the newly appointed Arts + Culture Commission review the Americans for the Arts Statement on Cultural Equity and adapt and adopt a version for the City of Brookhaven: <https://www.americansforthearts.org/about-americans-for-the-arts/our-statement-on-cultural-equity>. An additional resource regarding Universal Design can be found at [https://projects.ncsu.edu/ncsu/design/cud/about\\_ud/udprinciples.htm](https://projects.ncsu.edu/ncsu/design/cud/about_ud/udprinciples.htm). These guidelines offer an opportunity for the City to become a model for Universal Design that benefits everyone in the community.

Case study: 7

## Goal #3: Strengthen and Increase Brookhaven's Cultural Spaces and Facilities

**Increase the number and types of spaces for arts classes, performances, maker space, and creative public space programming throughout the city to ensure easy access to arts and cultural offerings.**

**3.1 Create a BuHi Entertainment and Cultural Overlay District (See Section 5 for Details)** – Update the City of Brookhaven Zoning Ordinance to create incentives for arts + culture in new development along Buford Highway. Offer density and height bonuses for the provision of cultural space, public art, program support, and public space programming and activation in new buildings and privately-built open spaces. Consider strategies to preserve affordability for independently-owned businesses and cultural institutions. Coordinate actions with the Chamblee LCI study that will be starting in 2020.

**3.2 Modify the Peachtree Road Overlay to include considerations for arts + culture (See Section 5 for Details)** – Modifications to the Peachtree Road Overlay district can help the City infuse arts + culture throughout throughout new development at the MARTA station as well as development at Apple Valley Road.

**A. MARTA area** – modify the Overlay to infuse arts, civic, and cultural use and activities for new development at the MARTA station, including possible new municipal facilities. New municipal facilities can offer a compelling and vibrant center for arts, culture, public space programming, and community that is uniquely Brookhaven in character without competing with regional offerings. Consider the incorporation of community workspace, a community art center (to host local cultural nonprofits), maker space, and flex space to accommodate smaller activities and uses for morning through evening activity and vibrancy. Incorporate public art and environmental landscape art into a cohesive concept.

**B. Apple Valley Road** – Modify the Overlay to create an arts and entertainment district for Apple Valley Road and vicinity to ensure that this area of the city embodies arts, culture and entertainment and acts as an extension of sorts, of the Dresden Drive commercial and restaurant area. Emphasis on public art, art crosswalks, cultural gathering spaces, and lighting can enhance redevelopment/new development of this area.

Case studies: 8 9

**3.3 Provide guidance and assistance to private entities and businesses in support of enhanced arts + culture offerings** – Offer guidance to businesses regarding public art installations and ways in which arts + culture can support employee recruitment, retention, and well-being. Collaborate with Oglethorpe University on ways to enhance campus arts and cultural offerings for city residents. Create programs, with the assistance of the Chamber of Commerce, for public art displays in private buildings – such as an “art off the walls” type program for restaurants and corporate lobbies. Explore ways public art and cultural experiences can be incorporated into private apartment complexes along Buford Highway. Investigate ways the proposed Atlanta Air + Space Museum at the PDK Airport can connect to Brookhaven and provide community space.

Case studies: 10 11 12

**3.4 Showcase art throughout City-owned buildings/facilities** – Increase art exhibits to the currently displayed community art in City Hall; incorporate art and culture into public safety outreach to the community by using art at the new public safety building to welcome the public.

**3.5 Incorporate arts + culture into Community Investment Agreements, City plans, and infrastructure projects** – Community Investment Agreements (CIA) can include provisions to incorporate public art and other types of cultural support into development and site improvements. The City can include public art requirements in the CIAs for pedestrian bridges related to new development, including new pedestrian bridges planned over I-85 to CHOA and Emory Campus areas.

Arts requirements can also be incorporated into other City plans including the Strategic Economic Development Plan. Infrastructure and improvement projects should also include arts elements, which can be incorporated into engineering, landscape architecture, and environmental projects. Infuse art in public works projects such as sidewalks and consider incorporating art and poetry into city vehicles. Consider incorporating eco-art in engineering for watershed/flooding strategies at Nancy Creek and the North Fork Peachtree Creek watersheds and retention and FEMA ponds maintained by Parks & Recreation.

Opportunities include a newly designed I-85 North Druid Hills Interchange, including entrance/exit ramps and a new North Druid Hills Road bridge. This area serves as a major gateway to Brookhaven and should incorporate public art (perhaps sidewalk art and special colors) and landscaping that celebrate the City's commitment to arts and culture.

Case studies: 13 14 15 16 17

## Goal #4: Create a Public Art and Public Space Activation Program

**Create a public art program that enables Brookhaven to host temporary and permanent public art, including murals, sculptures, functional art, and other media throughout the city that reflect the values, culture, and traditions of all residents. Encourage and enable vibrant public spaces, community gatherings, and events and festivals that celebrate the diversity and rich cultural traditions in the city and infuse all areas of Brookhaven with life and activity.**

**4.1 Create a permanent public art program** – Infuse public art throughout the city, using the Public Art Map as a guide. The Public Art Program will set short and long-term goals for the acquisition and placement of public art to ensure that Brookhaven residents and visitors have multiple chances to experience public art in many forms.

Case study: 18

**4.2 Create a temporary public art program** – Encourage experimentation and thematic exploration in public art by hosting temporary installations and shows. Temporary public art may be curated by specific groups (such as youth) or explore specific themes and questions established by the PAC. Focus areas for temporary public art could be the BuHi Corridor, Dresden Drive, the Perimeter area, and the Peachtree Creek Greenway. Explore ways to collaborate with Oglethorpe University and also the High Museum regarding the placement of replica pieces as public art in the city.

**4.3 Institute a functional art program for the City** – Incorporate functional art throughout Brookhaven. Functional art can be described as works of art that have a purpose in addition to public art and that are utilitarian in nature. This functional art can include pedestrian bridges that are design collaborations between artists and DPW, street furniture designed by artists, art-inspired bike racks, etc. A portion of City public art funds could be

set aside for functional art and general safety standards would be outlined where this is important. Sometimes, functional art can be the simple painting or overlay design of an existing streetscape element such as a bus shelter, trash can, or park bench. The function art program could be under the auspices of the City's public art program.

Case study: 19

**4.4 Create an art crosswalk program** – Redesign existing crosswalks as art crosswalks, using varied designs and patterns throughout the city on locally-controlled roadways. Consider a pilot program on Dresden Drive and host a competition to solicit designs. Consider this program a potential “signature” program for Brookhaven... defining the City's commitment to arts + culture in very visible and fun ways.

Case study: 20

**4.5 Create opportunities for new public space programming, music events, and festivals in the city** – Support new creative public space programming and festivals throughout the city, as appropriate, particularly in parks. Designate specific spaces for public art and performances/pop-ups on the Peachtree Creek Greenway, which will eventually link with the Atlanta BeltLine including the BeltLine's public art program. Ensure open green space and gathering spaces are retained for use by residents throughout the Greenway. Incorporate environmental art as part of the infrastructure and stormwater design work in phase 2 as allowed by GDOT funding requirements.

Case studies: 21 22 23 24 25 26

**4.6 Transform the MARTA wall into a public art destination** – Work with GDOT and MARTA to explore ways to incorporate murals, environmental art, and other creative media onto and in front of the MARTA wall on Peachtree Road. Explore potential tactical urbanism strategies to create short-term temporary murals on the wall, pending longer-term decisions about wall improvements/fence replacement. Possibilities include planting in front of the wall and/or LED art lighting installations.

Case studies: 27 28 29

**4.7 Incorporate public art into the MARTA bridge on North Druid Hills Road** – Incorporate a mural or LED art lighting installation on the bridge in collaboration with MARTA.

Case study: 30

**4.8 Create a public space activation and programming fund to support community events and activities** – Encourage public space programming and activation throughout the city; events, activities, and gatherings can occur in neighborhoods, parks, and public spaces. A small community fund can provide support for small-scale efforts ranging from summer movie nights in local parks to Saturday music performances at Northeast Plaza and everything in between. Twice yearly, the City can issue simple RFPs for public space and community programming ideas and locations and enter into contracts for services with local and regional arts nonprofits and businesses and community groups. An alternative would be to issue RFPs for one or two larger contracts for arts groups, nonprofits or community organizations to implement varied activities in a number of different neighborhoods or by type of program offered. For example, the City could issue RFPs for any of the following services:

- To provide summer movie nights in neighborhood parks.
- To provide youth arts activities in specific neighborhoods or across the city.
- To provide small impromptu musical performances across the city over the course of a specified period of time.

Requirements for public space and community programming initiatives should include: 1) Contributes to a generally diverse geographic distribution of public space and community programming activities; 2) Events are open to the general public and widely advertised; and 3) Events occur on public property or in publicly accessible space.

**4.9 Create a public art map** – As the City builds out its public art program, a map of all public art with information on the artist and notes about the art should be made available in hard copy and online. The map can be created in collaboration with Explore Brookhaven and possibly the Chamber of Commerce.

## Goal #5: Provide Enhanced Access for All to Arts and Cultural Educational Opportunities

**Expanding current Parks & Recreation arts classes to other age groups in the city, as well as focusing on teens, can offer opportunities for inter-generational experiences and mentorship for art entrepreneurship. The existing educational assets in the and near the city, including Oglethorpe University, Cross Keys High School and Chamblee High School art programs, as well as middle school programs offer rich opportunities for collaboration and expansion of access to arts + culture for all residents.**

**5.1 Recruit/support the creation of an arts and cultural community center in the city (See Section 5 for Details)** – The City can incentivize and help support the creation of an arts and cultural community center that can serve a broad section of residents as well as provide programming and educational opportunities that have been requested by residents by convening potential partners and using zoning overlay incentives to encourage appropriate spaces and support. An arts and cultural community center in the city should not be a large performance or single-use space but rather a multi-use flexible facility that hosts varied activities and programs.

Case studies: 31 32 33 34 35

**5.2 Encourage the creation of maker space** – Through development incentives, collaborations with Oglethorpe University, or the recruitment of existing maker spaces, work to create a maker space in Brookhaven that provides a wide range of materials and tools for a monthly membership or fee, as appropriate. Maker space in Brookhaven can be part of a larger community center (see 5.1) or recruited to be a part of new development on Buford Highway (see 3.1), at the MARTA station (see 3.2) or on Apple Valley Road (see 3.3).

Case studies: 36 37

**5.3 Provide art classes to a broad range of residents of all ages** – Expand art classes to appeal to older adults in the community, as well as for families. Consider partnerships with nonprofits and arts groups to provide classes, including theatre and fine arts. Explore possibilities for regional nonprofit educational organizations to locate satellites in Brookhaven. This recommendation can be closely related to, or coordinated with recommendations 5.1.

Case study: 38

**5.4 Provide teaching opportunities in City Parks and other public spaces related to ecology, infrastructure, history, etc., using art and environmental art.** – Use landscape features such as gardens, plants in public parks, and trees as learning opportunities, interpreted using innovative signage and arts materials, and eco-art installations. Incorporate eco-art and environmental art into park design, new plantings, and possibly in new development or projects, such as the next phase of the PCG and in landscape and site design in new overlay districts and use signage and educational materials to explain concepts and educate.

Case studies: 39 40

## Goal #6: Support Economic Development through Arts and Cultural Development Strategies and Collaborations

There are strong ties between arts and economic development. Studies show the positive impacts that community arts, public space programming, and cultural opportunities have on retail and dining districts, as well as on business recruitment and employee retention and satisfaction. Strong collaborations between the arts/cultural community and businesses can reap rewards for both.

**6.1 Develop cross-sector collaboration and marketing programs** – Working with the local and regional Chambers of Commerce and Explore Brookhaven, develop programs connecting arts + culture to businesses. Collaborate with hotels and restaurants to increase the visibility and access to dining and arts offerings for visitors (see 6.2). Late shopping nights with outdoor performances, art displayed on the walls of restaurants, and temporary art exhibits can create increased market activity in business areas. Explore how festivals and events can provide opportunities for local businesses to increase visibility or offer mobile retail/dining. Work with the Epicurean Society to incorporate arts + culture into events. Explore how public space programming and activation and public art trails support public health and wellness and employee job satisfaction.

Case studies: 41 42

**6.2 Initiate a Brookhaven culture and dining shuttle** – Create opportunities for solo business travelers (80% of Brookhaven hotel patrons) to dine and frequent cultural events locally after their business day and to attract weekend travelers. Provide a shuttle service that connects the MARTA station and hotels with local restaurants, retail, and the Conant Performing Arts Center and Oglethorpe University Museum of Art, as well as other cultural events in the evening.

Case study: 43

**6.3 Recruit arts-based and arts-focused businesses** – Arts-based businesses and entrepreneurs as well as arts-focused destinations can enhance experiences for residents, workers, and visitors. Hotel chains that focus on arts and entertainment can help burnish the image of Brookhaven as an arts and cultural destination while providing music, art exhibits, and arts programming for residents as well as visitors. Other arts-based businesses include creative sector entrepreneurs who may be priced out of the City of Atlanta. Providing incentives for the development of workshop and maker space in new projects can help recruit these businesses.

Case study: 44



Image source: City of Brookhaven

# 5 – Implementation

## Overview

This plan is meant for action! This section prioritizes the 33 strategies that support the six goals for arts + culture in Brookhaven so that the City can move forward on priority areas quickly and also understand potential partners and leaders of various initiatives recommended in this plan. The information presented here is organized in the following sections:

## Potential Partners

No city can implement an arts and cultural plan on its own. The chart below identifies potential implementation partners for the City of Brookhaven. These suggestions are based on interviews, a review of current initiatives and/or other information, as well as suggestions in the 2014 Comprehensive Parks and Recreation Master Plan. As the plan moves forward, the City should involve a wide and diverse range of entities, residents, businesses, and others to ensure that arts + culture in the city is reflective of needs and interests of stakeholders and to create opportunities for collaboration and partnerships.

## Overall Implementation Schedule and Roles

The chart presented on these pages offers information on a suggested timeline for action, as well as suggestions for lead and supporting roles, and possible funding sources. Implementation priorities include:

- Creating the organizational framework and capacity to guide the City toward its arts + culture vision, including the creation of an Arts + Culture Commission and the creation of a Public Art Program.
- Identifying funding/support needs and potential resources, including possible collaborations, zoning overlay requirements, and federal, regional, and local grant opportunities.

## Action Strategies

Following the implementation charts, information can be found on best practices and detailed recommendations for the following strategies:

- 1.1 Create a City Arts + Culture Commission (ACC)
- 1.2 Create a City Arts and cultural Development Officer position
- 1.3 Adopt a multi-pronged approach to funding arts and cultural initiatives in Brookhaven
- 3.1 Create a BuHi Entertainment and Cultural Overlay District AND 3.2 Modify the Peachtree Road Overlay to include considerations for arts + culture
- 4.2 Create a permanent public art program AND 4.3 Create a temporary public art program
- 5.1 Recruit/support the creation of an arts and cultural community center in the city

To help guide the City and potential collaborators during implementation of the plan, short case studies and best practices for these and many of the other plan strategies are presented in Section 6.

## Potential Partners

It should be noted that business foundations partners with 501(c)3 organizations (nonprofits) not municipalities. It will be important for the City to support applications for corporate funding through a partner organization such as an educational nonprofit or arts and cultural group. Nurturing relationships with these groups is important to the overall success of this plan.

Name	Current Role/Connections to Arts + Culture	Potential Collaborations/Roles
<b>Local Nonprofits and Institutions</b>		
Latin American Association (LAA)	Hosts exhibitions in its building, supports Latino culture and businesses, youth mentoring and education, advocacy and visibility for Brookhaven Latino community through art and cultural events.	Collaboration for exhibits, international festival, a Latino cultural center in Brookhaven, arts and cultural uses and restaurants on BuHi, outreach to Latino community about cultural programming.
Center for Pan Asian Community Services (CPACS)	A resource and collaborative partner of City for reaching families. Has worked with We Love BuHi on cultural grants.	Collaboration for exhibits, international festival, arts and cultural education, outreach to Asian community about cultural programming.
Los Vecinos de Buford Highway	A resource and collaborative partner of City. Advocates for housing and family services.	Affiliates of Los Vecinos in possible collaboration with We Love BuHi to create a children's chamber orchestra in the city.
Children's Healthcare of Atlanta (CHOA)	Public art on the Brookhaven campus, high-quality of life and culture help recruit employees who may live in Brookhaven, have supported charitable art exhibitions and auctions, collaborations with artists for arts therapy for patients. Also supported tree replanting on Peachtree Creek Greenway.	Support of public art at gateways to city and to the CHOA campus, use of green spaces for selected events, art on campus, support of quality-of-life enhancements to strengthen Brookhaven as a place to work and live.
Atlanta Hawks Foundation	Supports children's health and fitness, playground and recreational improvements at Brookhaven parks/recreation centers.	Integration of and collaboration with artists and the arts in youth athletics improvements and mentoring. Artists involvement in mentoring materials and mentoring.
Cowart Family/Ashford-Dunwoody YMCA	Hosts camp programs at the Blackburn Park Pavilion. Offers targeted programs for the Hispanic population for children with after-school enrichment and an early learning program; interest in outreach programs in BuHi area.	Integration of arts programming in parks camp programs.
<b>Educational Institutions/Organizations</b>		
Oglethorpe University	Conant Performing Arts Center offers theatre to community, Oglethorpe Performing Arts Council (OPAC), Museum, Library, Theatre studies major, Center for Civic Engagement. The university has been a strong supporter the Arts Strategic Plan for the City and wishes to remain involved and active in arts + culture in Brookhaven.	Partnership in possible evening shuttle (hotels-restaurants-CPAC) for visitors and residents. Create stronger physical connections to campus and the Museum and CPAC, potential collaboration with the Arts Department at Cross Keys HS to mentor students in careers in the arts.
SCAD, Emory University, Georgia State University, Georgia Tech, Kennesaw, and others	Local institutions of higher education have art classes, programs, and campus art initiatives of different kinds.	Possible partnerships in creating public art, collaborations on art mentorship programs and classes, expertise for Arts + Culture Commission.
Chamblee High School, Cross Keys High School, DCS Middle Schools	Art departments, Cross Keys HS student involvement in community art (Living Walls), interest in community art resources.	Collaboration on an arts center in the city, expanding arts workshop and facilities, mentorship and art career programs for high school students (possibly with Oglethorpe).
Emory University Healthcare System, Emory Spine and Orthopedic Center	The Emory website claims "We host hundreds of public arts programs annually."	Power line easement on campus an opportunity for public art installation. Pedestrian bridge also has potential for public art under the Community Investment Agreement (CIA).
Marist High School	Fine arts department with curricular/extracurricular programs, including band, choir, dance, drama, visual arts and art history education. Fine Arts program is supported by the Marist Arts Guild (MAG).	Collaboration on an arts center in the city, expanding arts workshop and facilities, mentorship programs (possibly with Oglethorpe).
Dekalb County Elementary Schools in Brookhaven: Woodward, Ashford Park, Montgomery, John Robert Lewis Elementary School	Art departments, after schools, STEM/STEAM curricula.	Support of arts and cultural after school programs.

Name	Current Role/Connections to Arts + Culture	Potential Collaborations/Roles
<b>Arts, Cultural, and Civic Nonprofits and Other Groups</b>		
We Love BuHi	Nonprofit organization focused on supporting Buford Highway Corridor's immigrant community through cultural programming, small business support. Also runs an Oral History Project and BuHi walk to encourage learning around the diversity of Buford Highway Corridor. Sponsored the 2017 Living Walls X Buford Highway art installation.	Collaboration on continuous cultural corridor with Doraville and Chamblee, arts programming and public art and streetscape improvements on BuHi, work with Cross Keys HS and others to provide art and collaboration space, programming, mentorship. Potential children's chamber orchestra in collaboration with Los Vecinos affiliates.
High Museum of Art	Leading art museum of Southeastern US located in Atlanta. Curates art exhibitions, hosts events and educational programming. Frequent liaison with OUMA in lending art objects, internship opportunities, and the Summer Mellon Academy program.	Remote arts program that replicates/highlights pieces of the main collection – educates residents and provides links back to main museum. Perhaps three-entity collaboration among High Museum, Oglethorpe University, City of Brookhaven – educational/mentorship opportunities and partnerships for youth/local high schools.
Contra Punto	Arts collective focused on supporting artists of Hispanic/Latino origin through collaboration on exhibitions and events.	Collaboration and leadership for a Latino cultural center in Brookhaven, programming, etc.
Historic Brookhaven Neighborhood Association	Involved in community enhancement/beautification of public spaces, puts on events, coordinates guidelines for filming in Historic Brookhaven area.	Collaboration for public space and community programming neighborhood grants, events, beautification, functional art.
Salvation Army	Provides services, music, and art classes for adults and children. Partnered with City of Brookhaven on creation of Peachtree Creek Greenway in 2018 by donating property and securing shelter for individuals experiencing homelessness in the Greenway area.	Public art collaborations, programming tie to Peachtree Creek Greenway, after school arts and cultural programs, collaborations with the City based on the Strategic Economic Development Plan.
Spruill Arts Center (Dunwoody)	Offers classes in fine arts, ceramics, jewelry-making, and other creative endeavors for adults and children.	Potential for a satellite location in Brookhaven...bring arts education closer to residents including youth for after school and summer programs.
Atlanta Air + Space Museum at the Peachtree DeKalb Airport (proposed)	Museum with an educational center is planned for the airport with goals to be connected (physically and programmatically) to the surrounding communities. Will have dedicated event center that is designed to compete with aquarium downtown: auditorium, ballroom, conference rooms – hope it will be a place where community activities can take place.	Organizers want art to be a part of the museum campus, facilities can be a resource for community (auditorium, conference rooms). Visitors here may provide market base for Brookhaven restaurants and retail...strong physical connections, marketing, and wayfinding will be important.
<b>Business and Economic Development</b>		
Explore Brookhaven	Responsible for marketing for visitors and supporting improvements that serve the visitor economy.	Hotel/Motel Tax can be used for public art, events, trails/pathways, wayfinding, and other amenities and improvements that serve both visitors/businesses and residents.
Chambers of Commerce (Brookhaven Chamber, DeKalb Chamber, Latin American Chamber of Georgia, Georgia Hispanic Chamber of Commerce)	Advocates for business community.	Collaboration on possible art displays in restaurants and businesses, events and public art that are co-marketed with businesses. Collaboration on a Latino Cultural Center and other potential regional resources.
Epicurean Society	New restaurant/dining society, under the auspices of the Chamber, that runs events to showcase dining opportunities in the city.	Opportunities to couple events with arts and cultural offerings including live music, temporary art exhibitions at restaurants, public art/pub crawls, etc.

Name	Current Role/Connections to Arts + Culture	Potential Collaborations/Roles
<b>Municipalities and Regional Agencies</b>		
City of Atlanta	Public Art program and arts and cultural office.	Regional cooperation on festivals and events, marketing for arts and cultural uses.
Dunwoody	Completed Create Dunwoody Cultural Master Plan in 2018.	Use of arts and cultural resources and programs by Brookhaven residents, sharing of information regarding public art and programming. Spruill Center (which is a private nonprofit) satellite location in Brookhaven.
Chamblee	BuHi Cultural Corridor Designation.	Future programming and coordinated efforts around transportation improvements, cultural uses and activities, urban design, public art.
Doraville	BuHi Cultural Corridor Designation.	Future programming and coordinated efforts around transportation improvements, cultural uses and activities, urban design, public art.
MARTA	Placemaking and arts/murals throughout system.	MARTA Wall and potential murals or public art (LED lighting, planting, etc.) along Peachtree Road and at the Druid Hills overpass, collaboration at the MARTA station site for TOD development and arts and cultural uses.
GDOT	Reviews public art, plantings, other aesthetic improvement requests on properties and roadways; fund improvements which may have public art incorporated.	Any crosswalks, murals, and public art along Bu-Hi and other Gdot roadways will require collaboration.
Atlanta Regional Commission (ARC)	<i>Creative Placemaking, Arts, &amp; Cultural Strategic Plan</i> for ARC considers arts + culture throughout all of ARC's planning and initiatives.	Opportunities to collaborate around arts + culture in transportation improvements, social services (aging, youth education), housing, etc. Assistance in leveraging local expertise through ARC advising services, MARTA, Living Walls, and the Atlanta BeltLine.
<b>Businesses</b>		
Coca Cola Costco Comcast AT&T COX Automotive COX communications Verizon wireless REI Delta UPS And others	Major companies each have a focus for philanthropy and all think about employee health and retention as part of overall human resources strategies. While corporate giving strategies don't always include specific mention of arts + culture, many core corporate giving goals can be enhanced by arts strategies and interventions including greenways for employee and community health, bike lanes, and environmental issues that can incorporate eco-art. Arts + culture and public art can encourage exercise, enhance quality of life, and also provide incentive for employees living locally in the city.	Tie company mission to particular initiatives/company mission. Examples: REI to greenway and public art in parks/walking trails to support an active environment for health and wellness.
<b>Local Property Owners/Business Centers</b>		
Northeast Plaza	Living Walls murals located here, center for Latino culture in Brookhaven and larger region, independently-owned restaurants, adjacent to the Peachtree Creek Greenway (PCG).	Potential location for a city-wide arts center/work space, location for an international arts and cultural festival, enhanced dining and outdoor space, connections ot to the PCG, zoning overlay to support and enhance locally owned business opportunities, arts, culture, and streetscape/ transportation improvements.
Town Brookhaven	Public space programming and outdoor events/activities to activate this mixed-use lifestyle center.	Possible future activities, public space programming, arts + culture events in the public spaces. Temporary arts and cultural uses (workspaces, exhibit space) in vacant ground floor spaces.
Peachtree Golf Club	Largest property owner in Brookhaven.	Potential for collaborations around streetscape or public art adjacent to Club entry.
Capital City Golf Club	Have event spaces and catering for club members.	Potential for collaborations around streetscape or public art adjacent to Club entry.

## Overall Implementation Schedule and Roles

#	Goals + Strategies	First Building Blocks (Now!)	Early Wins (First steps)	Near Term (1-2 Years)	Mid Term (2-4 years)	Longer Term (4+ years)
<b>Goal #1: Create Robust Arts + Culture Organizational Infrastructure and a Network of Resources.</b>						
1.1	Create a City Arts + Culture Commission.					
1.2	Create a City Arts and cultural Development Officer position.					
1.3	Adopt a multi-pronged approach to funding arts and cultural initiatives in Brookhaven.					
1.4	Create or support a comprehensive arts, culture, and civic calendar.					
1.5	Seek collaborative partnerships and other opportunities.					
1.6	Evaluate plan progress using metrics for success.					
<b>Goal #2: Support, Celebrate, and Promote City Diversity Through Arts and Cultural Initiatives.</b>						
2.1	Designate Buford Highway as a Cultural Corridor.					
2.2	Host an Annual International Cultural Festival.					
2.3	Recruit and/or support the creation of a Metro Atlanta Center for Latino Culture in Brookhaven.					
2.4	Commit to equity in arts + culture in the city.					

see key to acronyms at the end of this chart

Lead/Supporting Roles and Partners	Cost Estimate	Potential Funding	Metrics to Measure Success
CoB	\$0	no funding needed initially, need staff support for commission	creation of Arts + Culture Commission
CoB	\$0	Interest on General Fund Reserves and 1% for Art Capital Projects Fund	creation of Arts Advisory Board
CoB	N/A	General Fund	Creation of 1% for Art Capital Projects Fund, inclusion of public art and cultural spaces in new development, award of grants, adoption of incentives in overlay zoning
EB/CoB	overseen by Arts and Cultural Development Officer	Hotel/Motel Tax	Creation and regular maintenance of calendar; the % of total Brookhaven events that are represented on calendar
CoB	potential cost of any shared programs	varied funding sources depending on program: sponsorships, in kind contributions, partner funding, etc.	Number of partnerships and new or recurring programs, events, and other initiatives each year. Comparison to previous year and total number of audience or residents who have participated; # of grants received from outside sources (state, federal, nonprofit, business foundations, etc.)
CoB	\$0	no funding needed, need staff support to conduct evaluation	Yearly evaluation "scorecard" of progress on plan recommendations; annual resident survey results
CoB	\$0		Designation of BuHi; # events, orgs, public art on corridor
CoB	\$50,000+	Corporate Sponsorships, Ticket Sales, Commission from Food and Event Sales	Existence of festival; # of attendees, businesses participating, programs, budget
CoB, LAA/local advocates and nonprofits	\$2m + capital and \$100,000 + annual operating to start	Sponsorships, Fundraising, Grants	Existence of center; # of visitors, programs, exhibits, budget; demographics and geographic spread of audience/participants
CoB	\$0	usual funding sources for all programs.	Creation of policy, annual metrics on equity measures such as: geographic distribution of public art, funding, small public space activation and programming grants; annual resident survey results

#	Goals + Strategies	First Building Blocks (Now!)	Early Wins (First steps)	Near Term (1-2 Years)	Mid Term (2-4 years)	Longer Term (4+ years)
<b>Goal #3: Strengthen and Increase Brookhaven's Cultural Facilities and Spaces.</b>						
3.1	Create a BuHi Entertainment and Cultural Overlay District.					
3.2	Modify the Peachtree Road Overlay to include considerations for arts + culture.					
3.3	Provide guidance and assistance to private entities and businesses in support of enhanced arts + culture offerings.					
3.4	Showcase art throughout City-owned buildings/facilities.					
3.5	Incorporate arts + culture into Community Investment Agreements, City plans, and infrastructure projects.					
<b>Goal #4: Create a Public Art and Public Space Activation and Programming Program</b>						
4.1	Create a permanent public art program.					
4.2	Create a temporary public art program.					
4.3	Institute a functional art program for the City.					
4.4	Create an art crosswalk program.					
4.5	Create opportunities for new creative public space programming, music events, and festivals in the city.					
4.6	Transform the MARTA wall into a public art destination.				possible temporary tactical urbanist measures	permanent
4.7	Incorporate public art into the MARTA bridge on North Druid Hills Road.					
4.8	Create a public space activation and programming fund to support community events and activities.					
4.9	Create a public art map.					

Lead/Supporting Roles and Partners	Cost Estimate	Potential Funding	Metrics to Measure Success
CoB	\$0	TONH (seed from annual budget), V/BID (member dues), CC (member dues or other support)	Adoption of zoning for new overlay district, new development that creates arts and cultural spaces, public art, etc.
CoB	possible % of construction costs for public art/public space programming + special spaces/programs		Adoption of overlay zoning, creation of public art, creation of cultural programs and spaces, # of performances and activities, # of exhibits
CoB, Chamber, EB	cost of new Cultural Development Coordinator	Interest on General Fund Reserves for staff support, Hotel/Motel Tax	# of businesses contacted, existence of TA materials, # of collaborations and new cultural opps created
CoB	\$5,000 - 15,000 annually for exhibits, additional costs	Interest on General Fund Reserves and 1% for Art Capital Projects Fund	# of exhibits, # of collaborations with nonprofits, # of public art, # of new programs, annual resident survey results
CoB, all departments and planning efforts	no extra cost	N/A	# of City plans that include considerations for, and requirements of arts and cultural components.
CoB	\$25,000 + annually (note 2)	Interest on General Fund Reserves, 1% for Art Capital Projects Fund, Voluntary Developer Contribution Program	# of public art pieces funded and installed, annually; annual resident survey results
CoB	\$200,000 + annually (note 2)	Corporate Sponsorships, Grants (youth development/mentoring), Sale of Artwork	# of temporary public art pieces funded and installed, annually; estimate of # of visitors to view public art
CoB	Potential % increase over existing DPW, engineering, transportation budget (note 3)	City Budget, Grants; Greater Atlanta Community Foundation; Georgia Council for the Arts	existence of program; # of functional art pieces; # of collaborations with artists; demographic/geographic artist representation
CoB	(note 4)	City Budget	existence of program; # of existing crosswalks transformed into art crosswalks
CoB	varies	Sponsorships, Grants, Ticket Sales, Commission on goods and food	# of new events, festivals, performances; creation of possible licensing program for public performers; # of licenses issued each year; demographic/geographic representation of licensees
CoB/MARTA, GDOT	(note 5)	Interest on General Fund Reserves, 1% for Art Capital Projects Fund, MARTA, Corporate Sponsorship	completion of MARTA wall
CoB/MARTA	\$25,000+ (note 5)	Interest on General Fund Reserves, 1% for Art Capital Projects Fund, MARTA, Corporate Sponsorship	completion of MARTA bridge
CoB	\$10,000 annually (\$750 - \$1000 approx. for each grant)	Interest on General Fund Reserves, 1% for Art Capital Projects Fund, Voluntary Developer Contribution Program, Corporate Sponsorship; Community Foundation for Greater Atlanta, Arthur Blank Family Foundation S: Georgia Council for the Arts F: Kresge Foundation (place-based grant program)	existence of the fund; # of grants issued; geographic spread of grants; annual resident survey results
EB/CoB	existing staff or other - cost will vary	Hotel/Motel Tax	existence of map with public art, cultural, historic destinations, as well as key dining areas, # of visits on website; annual update to map

#	Goals + Strategies	First Building Blocks (Now!)	Early Wins (First steps)	Near Term (1-2 Years)	Mid Term (2-4 years)	Longer Term (4+ years)
<b>Goal #5: Provide enhanced access to arts and cultural educational opportunities for all.</b>						
5.1	Recruit/support the creation of an arts and cultural community center in the city.					
5.2	Encourage the creation of maker space.					
5.3	Provide art classes to a broad range of residents of all ages.					
5.4	Provide teaching opportunities in City Parks and other public spaces related to ecology, infrastructure, history, etc., using art and environmental art.					
<b>Goal #6: Support Economic Development through Arts and Cultural Development Strategies and Collaborations.</b>						
6.1	Develop cross-sector collaboration and marketing programs.					
6.2	Initiate a Brookhaven culture and dining shuttle.					
6.3	Recruit arts-based and arts-focused businesses.					

Key to Acronyms	
CofB	City of Brookhaven
CC	Chambers of Commerce
EB	Explore Brookhaven
OU	Oglethorpe University
GDOT	Georgia Department of Transportation

Notes:

- Costs depend on capital renovation costs (new building? Rehabbed space?). Operating costs depend on commercial rents in area and staffing costs (part/fulltime salaries). See [http://www.fasmidga.org/uploads/2/1/1/0/21108058/draft\\_fasmg\\_business\\_plan\\_3.pdf](http://www.fasmidga.org/uploads/2/1/1/0/21108058/draft_fasmg_business_plan_3.pdf) for feasibility/business plan for a community art center in middle Georgia. Total cost (2013) was near 157,000 for Year 1, Years 2-5 expenses are also shown and would need to be adjusted for 2020 operating and acquisition/rehab of space.
- Detailed examples of public art programs are offered at the end of this section of the plan. Costs for permanent art programs can vary widely depending on what level of commitment is made to new works each year (one new work? a larger number to launch the program with then a modest amount added each year?). Temporary public art programs have more substantial costs as these are mounted in full each year or on a bi-annual basis. Some programs, such as the "Sculpture Milwaukee Downtown Urban Art Experience" highlighted at the end of this section, use the sale of the artwork as well as corporate sponsorship to cover the costs of the program.

Lead/Supporting Roles and Partners	Cost Estimate	Potential Funding	Metrics to Measure Success
CoB to assist in convening, all possible stakeholders including LAA, High Schools and Middle Schools, We Love BuHi	\$500k + annually (note 6)	Payment for services, startup corporate sponsorship; Kresge Foundation (Place-based grants for arts, culture, and community-engaged design) ; Coca-Cola Foundation (community support grants)	Existence of arts/community center, # of programs, # of participants, geographic and demographic profile of residents served; # of corporate engagements/sponsorships
CoB facilitating - varied stakeholders involved	(note7)	Voluntary Developer Contribution Program, overlay incentives, Private entrepreneur/ nonprofit startup or existing maker space, rental income	existence of maker space; # of space users
CoB/other partners or orgs (RFP process)	varies	Interest on General Fund Reserves, 1% for Art Capital Projects Fund, grants	# of classes; geographic/demographic reach of classes; annual residents survey results
CoB/other partners or orgs	varies - CoB may simply provide space and opportunity for partner orgs.	Grants, Corporate Sponsorships; Greater Atlanta Community Foundation/ Metropolitan Atlanta Arts Fund, Wells Fargo Metro Atlanta Grants; S: Georgia Council for the Arts, Tull Charitable Foundation, David, Helen and Marian Woodward Fund; F: NEA Challenge America Grants, Kresge Foundation (Place-based and local systems grants)	# of interpretive signs; # of eco-art installations; # of learning programs; # of online visits to educational/map materials
CoB, Chamber, EB	existing marketing funding with expanded emphasis	Hotel/Motel Tax, Chamber	# of programs between culture/businesses, activities in business areas, other
EB/CoB, Chamber, OU	TBD	Hotel/Motel Tax	existence of shuttle; # of riders; demographics of riders; # of new audience/customers at participating businesses and cultural venues
CoB, Chamber	\$0, existing staff		# of new businesses; retention of existing businesses

- Varies on the exact program, infrastructure; ie, if this is a case of artists painting benches, versus installing signage, gateways, bus stops, etc, cost is going to be very different. The "Art on a Bench in Hickory NC" included in Section 6 of this plan provided stipends of \$500 to artists painting benches.
- Austin Crosswalks, shown in Section 6 of this plan, charged people/organizations/artists \$3,000-\$5,000 to do a city crosswalk, with the City providing supplies and installation assistance. An alternative to this model would be the City funding this program as part of its transportation budget (and using City crosswalk costs plus modifications for budget projections).
- Costs would depend on whether art installation was an LED lighting project, mural, or combination of the two. The Georgetown GLOW annual LED lighting festival (<http://www.georgetownglowdc.com/glow>) is supported by the DC Commission on the Arts and Humanities in the amount of \$200,000. It is unclear if this covers the entire cost of the month-long lights festival which has a different scope than wall or bridge lighting. Costs for temporary murals are covered by

- some transportation agencies by charging artists and participating organizations to fund their own projects (see Section 6 case study on the MBTA mural program) with agencies providing coordination, permitting, and other technical support.
- An example of youth mentorship and entrepreneurship program, highlighted at the end of this section, is Artists for Humanity in Boston which has an annual operating budget of \$2.8m, the majority of which is covered by revenue from clients who hire youth for art services, the rental of its main space for events and parties, and the production of its recycled materials furniture line. This nonprofit is well-established (over two decades) and has its own LEED-certified facility. A much smaller operating budget could support a startup nonprofit with similar mission.
- Many full-service maker spaces are funded directly through member fees. These nonprofits pass on market rents to members, which are affordable because the spaces leased are usually quite small (25 - 40 SF) per member and because many members simply by a time or floating membership not including dedicated space. Major start-up costs are the capitalization needed to equip these spaces with a full range of tools and technology.

## Action Strategy 1.1 – Create a City Arts + Culture Commission

An Arts + Culture Commission (ACC) in Brookhaven can ensure the following:

- Broad geographic, demographic, and ethnic representation in decision-making for arts and cultural funding and initiatives in the city.
- Arms’ Length decision-making that uses a set of City principles and values as guidelines for empowers the ACC to move forward with the Arts + Culture Strategic Plan implementation without direct or everyday oversight from City Council.
- Twice-yearly RFP cycles to fund public art, arts, public space programming, and other cultural initiatives using a Contracts for Services model.
- Ensure high quality in public art.
- Strategic allocation of City funding according to Plan priorities.

Commission Structure:

- ACC created by the City
- Exists under Community Development Department
- Brookhaven citizens appointed by the City Council for three-year terms
- Members can serve consecutively for two terms (total of 6 years) and then must step off for at least a year before possibility of serving again.
- Allow residents and nonresidents to serve. Enact changes to the City ordinance requiring members of Boards & Commissions to be residents. Change ordinance to allow non-residents to serve on the ACC. There is a regional pool of talented leaders and advocates for arts + culture that could be considered for the ACC.
- Members should have a demonstrated interest or record of service to the arts and/or humanities and represent a diverse cross section of arts and demographics.
- Ideally, members should constitute broad representation of residents, businesses, educational institutions, and cultural organizations, as well as city demographics.
- The ACC should serve as the Public Art Board of Brookhaven (see below for a longer-term alternative).

Commission Composition:

- Oglethorpe University (representative from the Museum)
- Latin American Association (appointee from the organization or designated by same)
- High School serving Brookhaven students representative

- City residents appointed by the Brookhaven City Council
- We Love BuHi representative
- Explore Brookhaven Executive Director or their appointee
- Representative from a nonprofit arts and cultural organization or initiative
- Children’s art and educational programming representative
- Practicing artists or design professionals who are residents of Brookhaven

Recommended Advisors to the Commission:

- City of Brookhaven Parks and Recreation
- City of Brookhaven Community Development
- Other City leadership and staff

Consider establishing an advisory group consisting of teens and students who can work in specific ways to advise the ACC and be involved in projects. This advisory group can include teens and young adults appointed for one to two-year terms who represent:

- Area high schools including Cross Keys, Chamblee, and Marist
- Oglethorpe University
- Resident teens in the city.

Commission Roles:

- Advocates for the Arts + Culture Strategic Plan
- Oversee City Public Art Program (see below for a longer-term alternative structure).
- Assist with securing funding for arts + culture (work with City of Brookhaven Director of Strategic Partnerships on grants applications to NEA, and eventually work with a City Cultural Development Officer to provide support for grant applications and fund raising.)
- Advise on priority projects and RFPs
- Advocate for arts + culture in new development (voluntary 1% for Art + Culture Program for development)
- Serve as members of selection committees for Arts + Culture RFPs
- Seek out and nurture City partnerships in arts and cultural initiatives
- Ensure that decision-making follows the vision and principles of the Arts + Culture Strategic Plan

Partners:

- Explore Brookhaven as partner for marketing of public art, art organizations, spaces, public space programming.
- Ensure broad and diverse representation on the ACC to encourage partnerships and inclusion of varied organizations, institutions, and initiatives in and around Brookhaven.

Funding:

- Base funding would come from City of Brookhaven unallocated fund reserves (\$31k for 2020-2021).
- 1% for Art for all City capital projects, contributed to an overall City of Brookhaven Arts and Cultural Fund for use for programming, Cultural Development Officer position, and public art.
- City to pursue grants from the National Endowment for the Arts (NEA), Georgia Council for the Arts (GCA), and other sources, seeking nonprofit and other partners where necessary and advantageous to accomplish goals and meet grant requirements. Director of Strategic Partnerships to oversee major grant proposals with potential City partners participating or leading grant applications where appropriate.
- Consideration of arts and design “built-in” to City projects and engineering from the pre-design phase (often requiring no extra project costs).
- Events and program fees and sponsorships.

Longer-term Alternative Structures:

### Create a City Arts Advisory Board

As the arts and cultural program of the City moves forward, consideration should be made for the creation of an Arts Advisory Board to support the ACC. An Arts Advisory Board (AAB) can broaden the cross-sector involvement and collaboration of stakeholders in Brookhaven and can assist the ACC with specific tasks, particularly until a City Arts and cultural Development Officer position is created. The AAB would include business and philanthropic voices, as well as neighborhood representatives, educational institutions, and cultural organizations. Change current resident status requirement in order to provide the best possible resources for the city, allowing area experts with strong ties to Brookhaven to serve on the Board.

### Create a separate Public Art Board

It may be the case that the ACC can easily handle dual roles of overseeing the arts and cultural program of the City and the specifics of a public art program, particularly in the early years of implementing this Arts + Culture Strategic Plan. However, in the future, it may be helpful to appoint a separate Public Art Board to assist with public art oversight as the arts and cultural program of the City grows.

The roles for public art oversight (either by the ACC or by a Public Art Board in the future) are the following:

- Oversee the updating of a map showing locations for public art, using the Arts + Culture Strategic Plan as a guide.
- Commission or write public art descriptions for use in marketing, educational, and signage materials.
- Help direct Explore Brookhaven market public art in the city.
- Write RFPs and requirements for all competitions for public art (temporary and permanent).
- Select public art from proposals or competitions issued by the City. Status would be similar to the City of Brookhaven Audit Committee. The ACC in the near-term and possibly a PAB in the future would review proposals or competition submissions and selection one (or more) to go before City Council for a final vote.
- Coordinate with City of Brookhaven DPW, Parks & Recreation, and other initiatives on the location, placement, and maintenance expectations and routines for public art.
- Support outreach and identification of potential funding and implementation partners for public art.

### What others are doing: examples to inform the City’s move forward...

Each city approaches support for arts + culture differently. Some create departments within city hall and others support independent nonprofit arts and cultural councils with annual operational funding, with the understanding that these arms’ length organizations serve as the face and support for arts + culture within the community. Here are two examples for comparison:

## Costa Mesa Cultural Arts Committee – Costa Mesa, California

The City of Costa Mesa is located 40 miles from Downtown Los Angeles, and is known by its residents and visitors as the “City of the Arts.” Indeed, the City is home to an ecosystem of artists and thriving arts organizations that collaborate with and serve a diverse community that is 36.1% Latino.

Within Costa Mesa’s City Hall, the Cultural Arts Committee acts as a convener of arts programming and support to bring the city’s moniker to life for all. The Committee is an 11-member appointed volunteer board that meets monthly, and serves an advisory role to the City Council. Through its mission, the Committee aims to support arts and cultural programs across the city; foster awareness of the arts; coordinate yearly events and programs; and support residents in accessing art programs and venues. Programs include a utility box art program, small grants for local artists, arts in the park events, and rotating youth art exhibitions in the Costa Mesa City Hall lobby and other public gallery spaces. The Committee also partners with local arts organizations in order to put on larger annual programs, such as the Segerstrom Center for the Arts, the South Coast Repertory Theater, and the Noguchi Gardens/California Scenario.

The Committee’s initiatives and work are largely funded through private sponsorship. Sponsoring organizations receive exposure in the Committee’s marketing and media campaigns around their events, and can choose from different levels of sponsorship packages:

- Associate - \$100
- Donor - \$250
- Supporter - \$500
- Advocate - \$1,000
- Patron - \$2,500
- Arts Circle - \$5,000



Image source: <https://voiceofoc.org/2019/05/costa-mesa-visual-arts-scene-starting-to-make-waves/>



Image source: <https://www.latimes.com/socal/daily-pilot/news/story/2019-09-07/artventure-brings-fun-for-the-whole-family-to-costa-mesas-segerstrom-cetn>

## City of Savannah, GA Department of Cultural Affairs

The Department of Cultural Resources is managed by the City of Savannah’s Chief Community Services Officer. The Cultural Resources Department employs ten people full time with one part-time employee. The Department’s key services are arts and cultural programming, as well as contract and grant management. Department staff are also liaisons to the Cultural Affairs Commission, coordinating efforts in raising awareness of Savannah’s cultural offerings with the shared goal of increasing use of the city’s many resources.

The Cultural Affairs Commission consists of 18 members appointed by the City of Savannah’s Mayor and Alderman. The commission meets every other month to review programming and once a year to recommend purchases of cultural services from eligible arts organizations. The commission has three sub-committees – Youth Advisory, Public Art, and City Priorities. The Commission is the voice of Savannah in regard to art, culture, and history; the Cultural Resources Department then works to fulfill the needs of the community.

The Savannah Cultural Arts Center opened in 2019 and has a 464-seat theater, a dance studio, art gallery, and art studios for ceramics, metal, and glass. The Cultural Resources Department funds a variety of programs, from festivals celebrating the city’s and Irish Heritage to programs educating youth. The City also offers two investment programs, one is an annual call for Arts + culture proposals that strengthen the City’s economic, physical, and social vitality. The other investment program is the Weave-A-Dream program which funds creative individuals or organizations looking to diversify and expand Savannah’s creative sector.

The Art Center was funded by the city’s share of the Special Purpose Local Option Sales Tax (SPLOST) fund. The SPLOST fund is a 1 penny sales tax for Chatham County and divided up amongst member communities. Savannah has used the SPLOST fund for infrastructure improvements, the Arts Center, and a new arena. Additional funding was made possible by grants, program fees, and private donations.

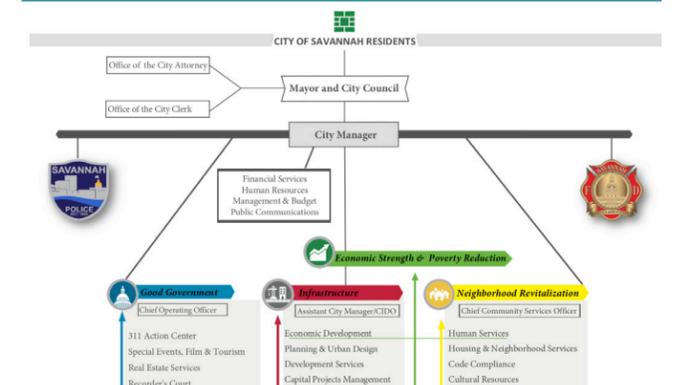
### FY19 RESOURCES

Revenue Source	2017 Actuals	2018 Projected	2019 Adopted
General Fund	\$ 975,451	\$ 1,048,208	\$ 1,261,275
<b>Total Revenue</b>	<b>\$ 975,451</b>	<b>\$ 1,048,208</b>	<b>\$ 1,261,275</b>

Expenditure by Type	2017 Actuals	2018 Projected	2019 Adopted
Personnel Services	\$ 636,992	\$ 629,418	\$ 881,568
Outside Services	\$ 280,349	\$ 312,765	\$ 208,876
Commodities	\$ 28,765	\$ 29,702	\$ 91,153
Internal Services	\$ 29,345	\$ 76,323	\$ 79,678
<b>Total Expenditures</b>	<b>\$ 975,451</b>	<b>\$ 1,048,208</b>	<b>\$ 1,261,275</b>

Expenditure by Division	2017 Actuals	2018 Projected	2019 Adopted
Cultural Arts	\$ 733,560	\$ 715,684	\$ 907,296
Municipal Archives	\$ 241,891	\$ 332,524	\$ 353,979
<b>Total Expenditures</b>	<b>\$ 975,451</b>	<b>\$ 1,048,208</b>	<b>\$ 1,261,275</b>

City of Savannah Cultural Resources Department Budget  
Image source: <https://www.savannahga.gov/DocumentCenter/View/16256/2019-Adopted-Budget>



Structure of Government, Cultural Resources Department under Office of Community Services / Image source: <http://www.savannahga.gov/DocumentCenter/View/18533/2020-Adopted-Budget>

### Authorized Positions

Cultural Resources	2020 FTE	Grade
Arts Program Coordinator	1.00	110
Audio/Video Production Specialist	1.00	110
Building Maintenance Technician I	1.00	107
Cultural Services Contract Coordinator	1.00	112
Customer Service Representative	1.50	103
Marketing Coordinator	1.00	112
Performing Arts Program Coordinator	1.00	113
Senior Administrative Assistant	1.00	109
Senior Director, Cultural Resources	1.00	308
Visual Arts Specialist	2.00	105
<b>Total Full-Time Equivalents</b>	<b>11.50</b>	

2020 Staffing, an increase of 2.5 staff (from previous year) / Image source: <http://www.savannahga.gov/DocumentCenter/View/18533/2020-Adopted-Budget>

## Action Strategy 1.2 – Create a City Arts and Cultural Development Officer Position

A Cultural Development Officer could initially be a part time staff position, hired in year two or three of plan implementation. This person would oversee the work of the ACC and provide support for the commission’s work as well as oversee implementation and reporting of all the arts and cultural initiatives in the city. It is possible this position might become full time after an initial part time period.

A Cultural Development Officer in City Hall can ensure the following:

- Consistent attention to achieving the goals of the Arts + Culture Strategic Plan.
- Support for implementing Plan initiatives and for recording and reporting on progress (keeping a report card on Plan implementation).
- Support for organizations in funding partnerships, including arts grant writing and project execution.
- Oversight of the use of taxpayer funds in funding partnerships (grants), including as fiscal agent for Federal funds allocated to local grants and partnerships, if necessary.

Roles:

- Coordinate all City initiatives in arts + culture
- Act as liaison with the Community Development team and the Finance (funding stream, budget allocation, grants), Parks & Recreation, and Economic Development Departments, and other City staff as necessary to infuse arts + culture throughout the city.
- Identify collaborative grant opportunities
- Identify potential partners for public art, programming, educational opportunities, etc.
- Work with Director of Strategic Partnerships to pursue grant opportunities.
- Conduct outreach to potential partners as well as create and support initiatives led by the City or in partnership with others.
- Ensure that grant requirements are being met.
- Coordinate with Explore Brookhaven regarding arts, cultural, and public space programming marketing.
- Keep a list of local artists and cultural assets and resources for use by developers.
- Oversee coordination of public space programming and activation

Funding:

- 1% for Arts and cultural Fund for all City capital projects
- Interest in the General Fund Reserve (current arts funding mechanism)

## City of Worcester, MA Worcester Cultural Development Officer (and Worcester Cultural Coalition)

In existence since 1999, the Worcester Cultural Coalition (WCC) is a consortium of member organizations that are part of a public-private partnership with the City of Worcester. At its inception, twelve cultural organizations including colleges and universities, museums, and others worked in partnership with the City and used funding from the Massachusetts Cultural Council Cultural Economic Development Program to provide 50% funding (the other 50% coming from the City) for the Worcester’s first Cultural Development Director. That position still exists today and the Cultural Development Director oversees the Cultural Development Division of the City. This position is now fully funded by the City.

The Cultural Development Officer was a new concept at the time and was seen as the cultural counterpart to the City’s Economic Development Officer, with both working closely on shared goals to enhance quality of life, support arts + culture, and attract new businesses, the creative economy, and residents to the city. Today, the Cultural Development Division of City Hall has a mission to “administer the cultural development agenda and support equal access to arts + culture throughout the city and to execute the programs and administer the affairs of the Worcester Arts Council...”

The 2019 Worcester Cultural Master Plan outlines the ways in which the Cultural Development Officer works with other departments and initiatives in the City. Some key goals and the other departments and entities that the Cultural Development Officer works with include:

- Installing branding and wayfinding at key entrances to the City and to distinctive neighborhoods (Planning Division; Department of Public Works & Parks)
- Identify existing neighborhood nodes that are gathering places for the City’s wide range of geographically and ethnically based communities (Office of Economic Development)
- Expand implementation of the complete streets policy, and continue streetscape updating (Planning Division; Department of Public Works & Parks)
- Work collaboratively to deliver improvements to the City’s public transportation system to help people efficiently get to all areas of the city (Worcester Regional Transit Authority)

- Engage with business and property owners to activate empty storefronts as creative spaces and provide opportunities for collaboration between artists, residents, businesses, and community organizations. (Office of Economic Development, Division of Business & Community Development)
- Engage “9-to-5ers” downtown by encouraging business as well as civic and cultural groups to offer incentives to participate in activities and organizations after work (Worcester Regional Chamber of Commerce)
- Advocate for affordable housing across the City, and support development of a “creative village” with artist live-work spaces (Economic Development Department)

Priorities for the Cultural Development Division include:

- Build the creative vitality of the downtown core and neighborhoods
- Support and produce public art in all aspects of city design
- Connect entrepreneurs and property owners with creative space development.
- Marketing Worcester’s creative assets to the region and beyond.

Services provided include:

- Promotion of creative design through financial and technical assistance
- Attraction of new residents and visitors through the promotion of cultural offerings and activities
- Engagement in planning initiatives to produce and support creative economic development.

## Action Strategy 1.3 – Adopt a multi-pronged approach to funding arts and cultural initiatives in Brookhaven

Funding for the recommendations in this strategic plan can come from a number of sources. Many of these sources are dependent on the real estate development climate, health of the General Reserve Fund, and other factors that rely heavily on the economy for robust funding and alternatives for supporting arts + culture. Diversifying funding resources and building strong relationships across sectors and stakeholders are two important strategies to support the implementation of this plan.

**1. Existing funding:** The current City arts + culture funding mechanism uses the interest on the first \$2 million in the General Fund Reserve to support arts and cultural initiatives. This should continue. However, because this funding is directly tied to the economy, there will be less available during down economic cycles. Other funding will be needed to supplement this base level of public arts and cultural support.

**2. 1% Arts and cultural Capital Project Fund:** Adopted by many municipalities across the country, including Fulton County and local cities, this fund dedicates 1% of the budget for all City capital building projects (excluding road and sidewalk projects) into an arts fund. Recommendations for this fund include:

- Designate the fund can be used for a broad variety of arts and cultural support including public art, arts programs and education, funding of City Cultural Development Officer, arts space creation and maintenance, and public space programming (including funding the proposed community programming and public space activation program).
- Allow funds to be used across the city and not only for the specific capital project underway.

**3. Community Investment Agreements:** The City of Brookhaven may also consider utilizing Community Investment Agreements (CIA) for large-scale future development to require arts and cultural components such as spaces, public art, functional art, and programming funding and support for public space programming and cultural activities. Using CIAs to develop support and acquire space for a community art center in the BHO may be a good strategy to achieve this goal. The existing CIA with CHOA might be revised to include arts elements such as a poetry in the sidewalk installations on CHOA's connection to the PCG.

**4. Development Incentives:** Providing a range of incentives for the inclusion of arts and cultural spaces and amenities can support the goals of this plan. Incentives are outlined in the overlay district recommendations of this plan and can include:

- Greater density bonuses
- Reduced parking requirements
- Reduced permit fees

**5. Utilize an arts and cultural lens for the design of all City infrastructure projects:** Moving arts + culture “upstream” in the planning process can provide a strategy to incorporate art and design elements in many different types of projects including civic engineering, parks design, and public works. Often these considerations cost little or no extra money but provide, over time, significant benefits and enhancements to the art environment of a city.

**6. Grants:** Most grants require a partnership between nonprofits and municipalities and are useful for specific goal-oriented projects that are in alignment with nonprofit and City objectives. Grants are not recommended as a source to fund any permanent program and usually cannot be used to support operating expenses. City staff time should be allocated to comply with evaluation and reporting of the use of grant funds and in this plan, it is recommended that this oversight be provided by the new Cultural Development Officer.

**7. Voluntary 1% for Art Program for Development:** Institute a program that requires all developers proposing new projects in Brookhaven to meet with the ACC and discuss how to incorporate art and culture into their projects and how to support arts and cultural initiatives in the city. Institute a voluntary 1% for Art Program for new development and provide a menu of options as well as assistance and guidance from the Arts and Cultural Development Officer and the ACC regarding public art possibilities, a resource list of artists and organizations, and other helpful information. While this policy cannot be counted on for consistent funding, it will create an arts + culture blueprint for developers and show them ways they can integrate art into their project designs and culture into site programming as they seek to become a part of an arts + culture-focused community.



Image source: City of Brookhaven

## Action Strategy 3.1 – Create a BuHi Entertainment and Cultural Overlay District

The creation of a BuHi Entertainment and Cultural Overlay District can ensure the following:

- Support existing independent businesses including restaurants
- Leverage demand for development for enhanced arts and cultural programs and spaces including a potential arts center for activities, workspace, and exhibits
- Create and encourage land uses, urban design, and public spaces that are consistent with plan recommendations including improved streetscape, public spaces, and design elements that support this area of the city as a cultural gathering spot and a celebration of diverse cultures and independent businesses.

The current Buford Highway Overlay District (BHO) was adopted in 2018 to facilitate redevelopment of specific areas in this District that further the objectives of the City’s Comprehensive Plan, Peachtree Creek Greenway Plan, and other area plans; to encourage the creation of workforce housing; and to enhance connectivity in the District. Significant development in this part of the city can present opportunities to further the City’s goals for arts + culture and ensure that the businesses and creative culture and traditions that exist in this area are preserved and enhanced.

Currently the existing BHO addresses issues of urban design and connectivity and the need for additional workforce housing in the city by offering guidelines and incentives. The Overlay District does not address other issues and goals including ones identified in this plan, including:

- Brookhaven is known for its offering of independently-owned restaurants, many of which are located in the BHO. The retention of affordable, adaptable spaces is key to keeping these restaurants in the city.
- Areas within the BHO are key community gathering spots for shopping and eating and uniquely reflect the Latino population of Brookhaven as well as serve as a destination for the Atlanta Region Latino population for dining, foods, goods, and services.
- As a new green corridor in the city, the Peachtree Creek Greenway provides much-needed open space for adjacent neighborhoods and also offers opportunities for businesses to have a “front door” on this linear park.

Development in the BHO can enhance public spaces, opportunities for art, and spaces that could accommodate arts and cultural uses and further the key goals of the plan, including:

- 2.1 Designate Buford Highway as a Cultural Corridor
- 2.2 Host an annual International cultural festival
- 2.3 Recruit and/or support the creation of a Metro Atlanta Center for Latino Culture in Brookhaven
- 2.4 Commit to equity in arts + culture in the city
- 4.6 Create opportunities for new creative public space programming, music events, and festivals in the city.
- 5.1 Recruit/support the creation of an arts and cultural community center in the city
- 5.2 Encourage the creation of maker space
- 5.3 Provide art classes to a broad range of residents of all ages.

To further the goals of this plan and an overall arts and cultural strategy of the City, it is recommended that the City amend the BHO, or an additional Overlay District be adopted for a portion of the BHO, to:

Include and increase/enhance arts, cultural, and entertainment uses in the District as well as retain and grow the base of independently-owned businesses including restaurants, which are a key characteristic of the city. Support the District as a diverse cultural center of the city and Atlanta region and create public spaces that can accommodate cultural and civic events and gatherings while creating permanent affordable spaces for businesses and cultural organizations.

It is recommended that the BHO be amended or additional Overlay be adopted after the City coordinates with the Chamblee LCI which has just been funded. Arts-related uses may include arts-related educational facilities, arts centers that offer events, exhibitions, and educational spaces, cultural centers, galleries and museums, museum/gallery, retail sales of art supplies, maker spaces, artist live/work spaces, artist studio spaces and shared workshops, theater or performance space, other City of Brookhaven-designated arts-related uses.

Overlay incentives and requirements, as well as the administration of the Overlay, can include these tools and considerations:

**1. Conversion incentives** – provides incentives for conversion of underutilized space in existing buildings for arts + culture-related uses in the near-term.

**2. Density bonuses** – grant density bonuses for the creation of arts-related uses and for the provision of affordable independent business spaces and retention of these businesses on site

**3. Reduction in permitting fees** – reduce fees for the creation of arts-related uses and earmarking of space for arts uses.

**4. Parking relief** – provide relief from certain parking requirements where arts and cultural uses might be secondary or temporary uses and where parking requirements may be onerous or impossible

**5. Design and Art inclusion guidelines** – to assure new projects reinforce goals for art-filled spaces and livable, walkable communities

**6. Urban Design guidelines** – to ensure public spaces have proper amenities and features for gatherings and art/performance events and to encourage physical connections to the PCG and over-all permeability and connectivity within large development areas, particularly retail/dining and mixed-use developments.

**7. Streamline review process** – ensure that any additional incentives or requirements do not add to the permitting timeline and that reviews are streamlined. Ensure the permitting pipeline goes smoothly with clear review dates by the Arts and Cultural Commission and meet with developers at start of permitting or before. Have clear timeline that is mandatory so development permitting moves forward in expected and reasonable ways without additional Overlay requirements burdening the process.

**8. Arts and cultural Support and Assistance** – the Cultural Development Officer should be the point person for arts and cultural guidance for developers including providing resource lists and assistance regarding identification of arts and cultural uses. The Cultural Development Officer should work closely with Economic Development to ensure alignment of goals and to support City efforts in this area. The intent of these efforts is to provide assistance to developers and to reduce the burden of extra requirements or permitting steps.

## Recommendations for Overlay District Incentives, Requirements, and Arts and Cultural Support for Development:

Modify existing BHO requirements as follows. Note that the gray text indicates the existing requirements with **blue text** indicating the proposed revisions to the Overlay. *Italicized black text* denotes notes for consideration when amending the overlay. Because suggestions for amended text are provided here, some text is repetitive as it will be included in different sections of the overlay:

### Sec. 27-385. - Streetscapes

(e) Landscape zones.

(7) Benches, trash receptacles, and bike racks shall be placed within the landscape zone on the following streets: Buford Highway, North Druid Hills Road, Briarcliff Road, Clairmont Road, Briarwood Road and Cliff Valley Way. Such features shall be provided at a ratio of not less than one bench, one trash receptacle, and one bike rack per 300 feet of street frontage, or portion thereof. Bike racks provided to meet this requirement may be counted towards satisfying bicycle parking requirements of this chapter. **These streetscape elements shall incorporate functional art and should include trash recycle containers such as BigBelly or similar that can incorporate art and graphic displays while contributing to the City's sustainability goals. Developers shall work collaboratively with the Cultural Development Officer and the ACC which will provide assistance and guidance regarding appropriate elements and which can offer a list of creatives and others who are available for collaboration on art elements. This process shall run concurrently with the standard permitting process.**

(8) Landscape zones shall be planted with grass, ground cover or flowering plants, or consist of brick pavers, concrete pavers, or granite pavers where on-street parking is provided or pedestrian crossing and/or congregation is likely. **Applicants are encouraged to incorporate green design considerations and eco-art into landscaping and drainage designs wherever possible. Many times, these requirements add only insignificant cost to a project as they simply require looking at standard engineering and landscape design through a design/art lens. If it is anticipated that some requirements will add significant additional cost to a project, incentives can include reduced parking requirements and extra density bonuses.**

(f) Pedestrian zones.

(1) Pedestrian zones shall be paved in concrete and kept clear and unobstructed for the safe and convenient use of pedestrians. **For all internal (privately-owned) sidewalk paving, the ACC and the Cultural Development Officer shall work with the developer to provide assistance for incorporating arts elements such as sidewalk poetry or artwork that may be incorporated into final installations. This assistance can include:**

- **Offering design suggestions and best practices information.**
- **Providing an open source list of local artists, artisans, and fabricators who may be engaged by the developer to meet these requirements.**
- **Reviewing developer concepts to offer feedback and guidance.**
- **Coordination with other City departments that may have jurisdiction to ensure that all requirements are in alignment and do not delay the permitting process.**

### Addition of arts and cultural uses and retention of locally-owned business incentives

**Similar to "Sec. 27-386. - Workforce housing incentives" it is recommended to add incentives for arts and cultural uses or other kinds of support and incentives for the retention of locally-owned and independent business tenants. These uses should be in ground floor spaces, wherever possible to activate the public realm.**

### Incentives for arts and cultural uses and local and independently-owned businesses:

**(a) Developers shall be entitled (as of right) to a predetermined amount of additional square footage for each affordable 1000 Square Feet of arts-related and entertainment uses provided in the project. Arts-related uses include:**

- a. **Arts-related education**
- b. **Arts, cultural, and/or crafts businesses (supplies, framing, craft retail, etc.)**
- c. **Artist live/work space and artist work space**
- d. **Museums, galleries, community cultural centers**
- e. **Performing arts, live music, and theater spaces**
- f. **Rehearsal and practice spaces, recording studios**
- g. **Other arts-related uses as may be approved by the City**

- **The Cultural Development Officer can work with the developer to provide assistance and guidance regarding potential arts and cultural and related uses for these spaces.**
- **Affordability can be defined using an agreed upon method such as percentage of area rents or HUD data. Spaces would be required to remain for arts-related uses or for affordable independently-owned retail, restaurant, or entertainment businesses on the ground floor in perpetuity and enforcement would be the same mechanism as zoning enforcement.**

### Sec. 27-387. - Peachtree Creek Greenway

**(c) New development is encouraged to have PCG-facing uses and to provide connections to existing access points to the Greenway. Public art and signage are encouraged in areas that abut or face the PCG.**

### Sec. 27-390. - Open space.

- **Add requirements for all open space to have electrical, water, and data hookups.**
- **Recommend that public art locations to be designated in open spaces or public art incorporated into landscape and/or building designs.**

(7) Stormwater management practices, such as normally dry storage and retention facilities or ponds that retain water, may be integrated into open spaces, subject to the following:

(a) Stormwater features in open space shall be designed by a qualified professional as formal or natural amenities with additional uses other than stormwater management, such as an amphitheater, sports field, or a pond or pool as part of the landscape design. **It is strongly encouraged to consider eco-art landscape design principles for the design of these features. Incentives for the inclusion of eco-art can include density bonuses, the reduction of parking requirements, and/or the reduction of fees.**

(10) Covenants or other legal arrangements shall specify ownership of all open spaces, the method of and responsibility for maintenance, taxes and insurance, compulsory membership and assessment provisions, and shall be incorporated into legal instruments sufficient to ensure that the open space requirements of this section are maintained. Such arrangements shall be in a form approved by the city attorney.

**Add request that developer be open to a formal agreement allowing arts, cultural, and civic programming in open and public spaces. City Cultural Development Office to provide assistance in identifying arts and cultural organizations and nonprofits that can curate open space and coordinate public space programming.**

## Action Strategy 3.3 – Modify the Peachtree Road Overlay to include considerations for arts + culture

The modification of the Peachtree Road Overlay can ensure the following:

- MARTA development area:
  - » Create an exciting and vibrant civic and arts mixed use center
  - » Leverage demand for development for enhanced arts and cultural programs and spaces including a potential arts center for activities, workspace, and exhibits
  - » Create and encourage land uses, urban design, and public spaces that are consistent with plan recommendations including improved streetscape, public spaces, and design elements that support arts + culture.
- Apple Valley Road:
  - » Encourage the recruitment of additional independent businesses including restaurants (a unique attribute of Brookhaven)
  - » Support entertainment uses as appropriate, particularly within other uses such as restaurants.
  - » Create and encourage land uses, urban design, and public spaces that are consistent with plan recommendations including improved streetscape, public spaces, and design elements that support arts + culture.

The current Peachtree Road Overlay District (PRO) was updated in 2018 to establish streetscape and access regulations, based upon the vision developed as part of the Brookhaven-Peachtree Livable Centers Initiative (LCI) plan. The goal for the PRO is a more dynamic mixed-use community with the character of a multistory, urban village surrounding the Brookhaven-Oglethorpe University MARTA Transit Station and the Peachtree Road corridor from Fulton County to Ashford-Dunwoody Road. The key goals of the LCI plan include support for a high-quality, multi-modal transportation system featuring spacious, tree-lined sidewalks, bicycle infrastructure, an interconnected street network and limitations on driveway access.

Currently the existing PRO addresses issues of urban design and streetscape. The Overlay District does not address other issues and goals including ones identified in this plan, including:

Development in the PRO can enhance public spaces, opportunities for art, and spaces that could accommodate arts and cultural uses and further the key goals of the plan, including:

- 2.4 Commit to equity in arts + culture in the city
- 3.2 Showcase art throughout City-owned buildings/ facilities
- 4.6 Create opportunities for public space programming, music events, and festivals in the city
- 5.1 Recruit/support the creation of an arts and cultural community center in the city
- 5.2 Encourage the creation of maker space
- 5.3 Provide art classes to a broad range of residents of all ages

To further the goals of this plan and an overall arts and cultural strategy of the City, it is recommended that the PRO be amended, or additional Overlay Districts be adopted to:

**MARTA development area** – Include and increase/enhance arts and cultural uses in balance with new municipal facilities to ensure that the new city center has a strong arts and cultural presence. Ensure that the cultural and civic life of this area is vibrant throughout the day and evening and provide a variety of arts and cultural experiences including public art, indoor art spaces, and a possible community arts and cultural center.

Arts-related uses may include arts-related educational facilities, arts centers that offer events, exhibitions, and educational spaces, cultural centers, galleries and museums, museum/gallery, retail sales of art supplies, maker spaces, artist live/work spaces, artist studio spaces and shared workshops, theater or performance space, other City of Brookhaven-designated arts-related uses.

**Apple Valley Road** – Include and increase/enhance arts, cultural, and entertainment uses as well as grow the city's base of independently-owned businesses including restaurants, which are a key characteristic of the city. Support ancillary entertainment uses in restaurants and other appropriate spaces to encourage small-scale music, performance, and spoken word events.

Overlay incentives and requirements, as well as the

administration of the Overlay, can include these tools and considerations:

**1. Density bonuses** – grant density bonuses for the creation of arts-related uses and for the provision of public art, eco-art, and other cultural uses.

**2. Parking relief** – provide relief from certain parking requirements where arts and cultural uses might be secondary or temporary uses and where parking requirements may be onerous or impossible.

**3. Design and Art inclusion guidelines** – to assure new projects reinforce goals for art-filled spaces and livable, walkable communities.

**4. Urban Design guidelines** – to ensure public spaces have proper amenities and features for gatherings and art/performance events.

**5. Streamline review process** – ensure that any additional incentives or requirements do not add to the permitting timeline and that reviews are streamlined. Ensure the permitting pipeline goes smoothly with clear review dates by the Arts and Cultural Commission and meet with developers at start of permitting or before. Have clear timeline that is mandatory so development permitting moves forward in expected and reasonable ways without additional Overlay requirements burdening the process.

**6. Arts and cultural Support and Assistance** – the Cultural Development Officer should be the point person for arts and cultural guidance for developers including providing resource lists and assistance regarding identification of arts and cultural uses. The Cultural Development Officer should work closely with Economic Development to ensure alignment of goals and to support City efforts in this area. The intent of these efforts is to provide assistance to developers and to reduce the burden of extra requirements or permitting steps.

## Recommendations for Overlay District Incentives, Requirements, and Arts and Cultural Support for Development:

Modify existing PRO requirements as follows. Note that the gray text indicates the existing requirements with **blue text** indicating the proposed revisions to the Overlay. *Italicized black text* denotes notes for consideration when amending the overlay. Because suggestions for amended text are provided here, some text is repetitive as it will be included in different sections of the overlay:

### Sec. 27-405. - Streets

#### (a) (for MARTA and Apple Valley Road (AVR) areas)

Public and private streets shall comply with the requirements for public streets found in chapter 14 and other applicable sections of the city code. **Crosswalks on all streets, except those regulated by GDOT, shall be “art” crosswalks and the Cultural Development Office shall assist the developer on coordinating design, to the standards of the ACC.**

### Sec. 27-406. - Streetscapes

(7) (for MARTA and Apple Valley Road (AVR) areas) Benches, trash receptacles, and bike racks shall be placed within the landscape zone on the following streets: Peachtree Road, Dresden Drive, North Druid Hills Road and Apple Valley Road. Such features shall be provided at a ratio of not less than one bench, one trash receptacle, and one bike rack per 300 feet of street frontage, or portion thereof. Bike racks provided to meet this requirement may be counted towards satisfying bicycle parking requirements of this chapter. **These streetscape elements shall incorporate functional art and should include trash recycle containers such as BigBelly or similar that can incorporate art and graphic displays while contributing to the City’s sustainability goals. Developers shall work collaboratively with the Cultural Development Officer and the ACC which will provide assistance and guidance regarding appropriate elements and which can offer a list of creatives and others who are available for collaboration on art elements. This process shall run concurrently with the standard permitting process.**

(8) Landscape zones shall be planted with grass, ground cover or flowering plants, or consist of brick pavers, concrete pavers, or granite pavers where on-street parking is provided or pedestrian crossing and/or congregation is likely. (8) Landscape zones shall be planted with grass, ground cover or flowering plants, or consist of brick pavers, concrete pavers, or granite pavers where on-street parking is provided or pedestrian crossing and/or congregation is likely. **Applicants are encouraged to incorporate green design considerations and eco-art into landscaping and drainage designs wherever possible. Many times, these requirements add only insignificant cost to a project as they simply require looking at standard engineering and landscape design through a design/art lens. If it is anticipated that some requirements will add significant additional cost to a project, incentives can include reduced parking requirements and extra density bonuses.**

(g) Pedestrian zones shall be paved in concrete and kept clear and unobstructed for the safe and convenient use of pedestrians. **For all internal (privately-owned) sidewalk paving, the ACC and the Cultural Development Officer shall work with the developer to provide assistance for incorporating arts elements such as sidewalk poetry or artwork that may be incorporated into final installations. This assistance can include:**

- **Offering design suggestions and best practices information.**
- **Providing an open source list of local artists, artisans, and fabricators who may be engaged by the developer to meet these requirements.**
- **Reviewing developer concepts to offer feedback and guidance.**
- **Coordination with other City departments that may have jurisdiction to ensure that all requirements are in alignment and do not delay the permitting process.**

### Addition of arts and cultural uses (MARTA)

*It is recommended to add incentives for arts and cultural uses. These uses should be in ground floor spaces, wherever possible to activate the public realm.*

#### Incentives for arts and cultural uses:

**(b) Developers shall be entitled (as of right) to a predetermined amount of additional square footage for each affordable 1000 Square Feet of arts-related and entertainment uses provided in the project. Arts-related uses include:**

- a. **Arts-related education**
  - b. **Arts, cultural, and/or crafts businesses (supplies, framing, craft retail, etc.)**
  - c. **Artist live/work space and artist work space**
  - d. **Museums, galleries, community cultural centers**
  - e. **Performing arts, live music, and theater spaces**
  - f. **Rehearsal and practice spaces, recording studios**
  - g. **Other arts-related uses as may be approved by the City**
- **The Cultural Development Officer can work with the developer to provide assistance and guidance regarding potential arts and cultural and related uses for these spaces.**
  - *Affordability can be defined using an agreed upon method such as percentage of area rents or HUD data. Spaces would be required to remain for arts-related uses in perpetuity and enforcement would be the same mechanism as zoning enforcement.*

### Allow entertainment as an ancillary use (AVR)

- **Allow entertainment as ancillary and temporary uses in restaurants and bars in Apple Valley Road development.**

### Open Space and publicly-accessible space requirements (MARTA and AVR)

- *Add requirements for all open space to have electrical, water, and data hookups.*
- *Recommend public art locations be designated in open spaces or public art incorporated into landscape and/or building designs.*

### Stormwater management design

*Add requirements that stormwater management practices, such as normally dry storage and retention facilities or ponds that retain water, may be integrated into open spaces, subject to the following:*

- Stormwater features in open space shall be designed by a qualified professional as formal or natural amenities with additional uses other than stormwater management, such as an amphitheater, or a pond or pool as part of the landscape design. **It is strongly encouraged to consider eco-art landscape design principles for the design of these features. Incentives for the inclusion of eco-art can include density bonuses, the reduction of parking requirements, and/or the reduction of fees.**

*Add request that developer be open to a formal agreement allowing arts, cultural, and civic programming in open and public spaces. City Cultural Development Office to provide assistance in identifying arts and cultural organizations and nonprofits that can curate open space and coordinate public space programming.*

## Action Strategies 4.1 & 4.2 – Create a permanent public art program & Create a temporary public art program

Permanent and temporary public art can complement each other and provide flexibility to the City in a variety of ways. Each type of program can ensure the following:

Permanent public art program:

- Broad geographic, demographic, and ethnic representation in decision-making for public art selection and location across the city.
- Creation of a pipeline for locations and acquisitions to take advantage of funding and art opportunities as they arise.
- Robust marketing of public art trails and the creation of narratives for public art that are informative and educational for residents and visitors.
- Adherence to public art principles adopted by the City.
- Separation of public art decisions from political processes.

Temporary public art programs ensure much of the above while also allowing:

- Flexibility in art locations based on events or activities during certain times of the year.
- Creation of an event or view period that garners renewed excitement each year or biannually.
- Framework to support avant garde art or install art that aligns with a particular theme.
- Provide a venue to sell art, support artists, and potentially create a revenue stream to partially support program costs.
- Invite a wider range of artists to participate.

Funding:

Funding can come from a number of sources including the existing City of Brookhaven annual art funding from General Fund Reserve interest, incentives for new development in the BHO, and a new 1% for Arts + culture Capital Project Fund. For temporary art programs, corporate or business sponsorship can assist with placement and maintenance costs while the sale of artwork could provide some revenue to support the program if a percentage goes to the public art fund. See the CityArt example below for more information about this funding strategy.

Overall Structure:

An excellent source of information and assistance for the public art program is the Americans for the Arts Public Art Network, found at: <https://www.americansforthearts.org/by-program/networks-and-councils/public-art-network>

## CityArt Sculpture Site Sponsorships – Mankato, MN

CityArt is a partnership of Mankato's City Center Partnership and Twin Rivers Council for the Arts, which seeks to provide accessible public art. CityArt facilitates the commissioning of public art/sculpture with local business; preserves and maintains existing public art; promotes public art in the city, and runs free CityArt Walking Sculpture Tours through the city's public art collection. This Walking Sculpture Tour was identified as a goal in the City's Envision 2020 and City Center Renaissance planning efforts.

Funding:

CityArt is a partnership of the City Center Partnership (for profit) and the Twin Rivers Council for the Arts (nonprofit). The program receives in-kind donations from local businesses, and financial contributions from the City of Mankato, City of North Mankato, the Prairie Lakes Regional Arts Council, and the Carl & Verna Schmidt Foundation. Funding is provided in part, by businesses or individual patrons who are able to sponsor a sculpture site that is a part of this walking tour in exchange for marketing and recognition. There are tiers of sponsorship including: Visionary (\$5,000), Platinum (\$2,500), Bronze (\$1,250). The higher levels of sponsorship provide businesses and patrons with more benefits/marketing/publicity. In addition, anyone can also make smaller donations to CityArts for the organization's programming.

2019 CityArt Financial Contributors:

- City of Mankato
- City of North Mankato
- Prairie Lakes Regional Arts Council
- Carl & Verna Schmidt Foundation

Sponsorship levels for the sculptures in 2019:

- Visionary - \$5000 – 0 listed
- Platinum - \$2500 – 13 listed
- Bronze - \$1250 – 26 listed
- Friend of City Art (any donation under \$500) – 4 listed

The program also has a sculpture purchase/lease program to attract new artists; 75% of sale goes to artist and 25% goes to CityArt.

## Art on the Avenues – Wenatchee, WA

Art on the Avenues (AOTA) is a community non-profit (501c3). Its mission statement from the website states that they “...provide our communities with sustainable, innovative, and educational programs through the exhibition and sale of sculpture.” The organization achieves this through two main programs:

- public biannual rotating sculpture exhibit
- Beauty of Bronze, an educational art program for local fifth graders.

The project began in 1995 with 20 sculptures and there are now 88 pieces in the exhibit which are displayed from the Loop Trail throughout Wenatchee and beyond. 27 are owned by the City, 26 belong to AOTA, 6 are privately owned, and 29 are visiting as part of the two-year rotation and are for sale. Most of the artwork is traditional in nature, fitting the local culture of the area.

The Beauty of Bronze program began in 2003 with one fifth grade class from a local elementary school. Currently, it includes one private school and all public elementary schools in the Wenatchee School District, a total of nearly 600 students. Each year many community volunteers help with the two-week long Beauty of Bronze program. Students create temporary environmental art in the Andy Goldsworthy challenge, and resident artist Kevin Pettelle provides instruction which includes a tour and study of sculptures in the exhibit, culminating in each student creating a small sculpture to be cast in bronze. These pieces are displayed at the Wenatchee Museum and Cultural Center for two weeks in November followed by displays in the schools. The young artists receive each of their bronzes at Christmas to keep forever.

### The mission of the Beauty of Bronze program is:

To promote in our local children appreciation, understanding, and a sense of ownership in their community’s sculpture exhibit and instill the knowledge that art in its many forms is for everyone and that each person has the capacity to create.

### Details on organizational structure:

This art trail and educational program was started by a local citizen who approached the Wenatchee Arts Commission with the idea for a sculpture trail. Her idea was presented to the Arts Commission and a local business owner and resident who was head of the Commission took on the project for further investigation.

Advocates pulled together a small group which consisted of local (but nationally known and respected) Wenatchee artist, William F. Reese and his wife, Fran, members of the Wenatchee Arts Commission, the Director of the Wenatchee Downtown Association, and local art patrons.

The first year was a success. Thanks to William and Fran Reese, the representation of artists was exceptional, bringing in artists from across the United States. That success set a precedent for years to come. Since that first installation of 20 borrowed sculptures in June, 1995, the current installation consists of 88 sculptures and 55 pieces have been purchased to become a part of the community’s permanent collection. In 2004 AOTA expanded to include art education and the purposeful inclusion of the community’s youth by introducing the Beauty of Bronze program. Nearly 5700 students have participated in the program since then.

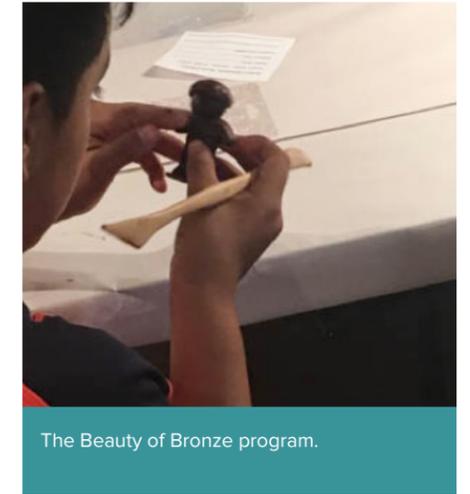
### Funding mechanisms and sources:

The Beauty of Bronze educational program has its own sponsors that include local foundations, the WA State Arts Commission, individuals and businesses, cultural nonprofits, the Wenatchee School District and the WSD Enrichment Program, and the County Parks and PUD.

The educational component also benefits from hundreds of volunteers and the organization has a table at the local Non-Profit Day Volunteer Fair at the Pybus Market. Other ways they solicit funding include:

- Website solicitation for volunteers and sponsors
- Sponsor a sculpture site by purchasing a pedestal as a memorial, to advertise your business, or in support of AOTA.
- Become a board member
- Volunteer to support a particular aspect of the organization: special events, maintenance, social media, clerical, and special projects.

Partnering with the schools has allowed AOTA to reach into many households and expose families to art and grow supporters for the program. In addition, the larger business community and art patrons seem to be very involved, building a wide base of support for the organization and its two programs. Information boxes with tour information are provided along the trail and AOTA is featured on the downtown association homepage as it is seen as a visitor attraction and economic development booster.



## Milwaukee RiverWalk, RiverSculpture! And Sculpture Milwaukee

There are two initiatives in Milwaukee, WI involving public art. One is the Riverwalk Art Walk which is run by the Milwaukee RiverWalk organization. The other initiative is the Sculpture Milwaukee Urban Art Experience which is Downtown on Wisconsin Avenue, initiated in 2017 and run by the Milwaukee Downtown Business Improvement District through its management of the nonprofit Sculpture Milwaukee organization which is overseeing the Downtown project.

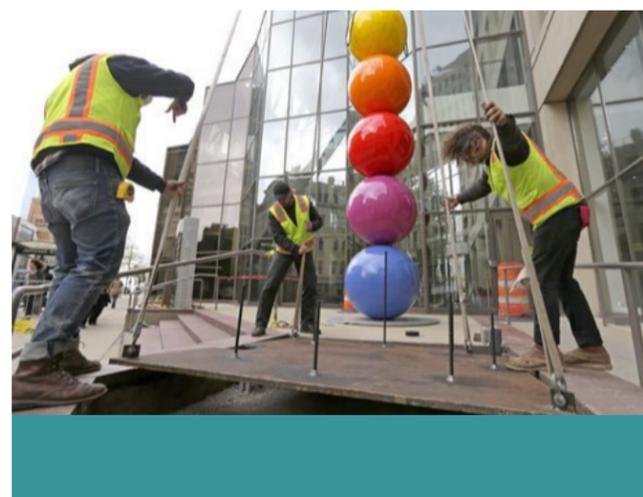
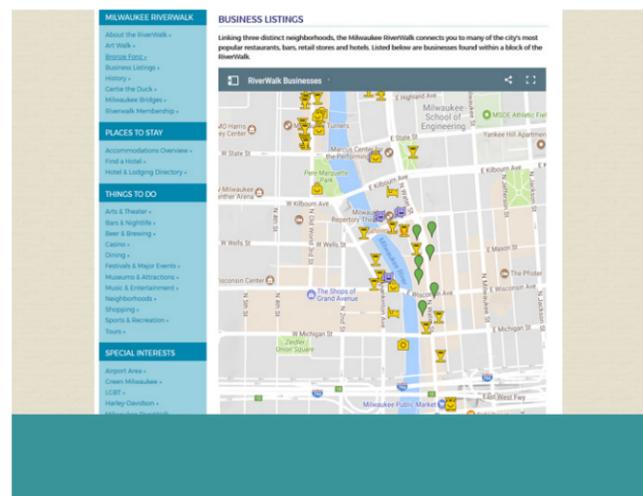
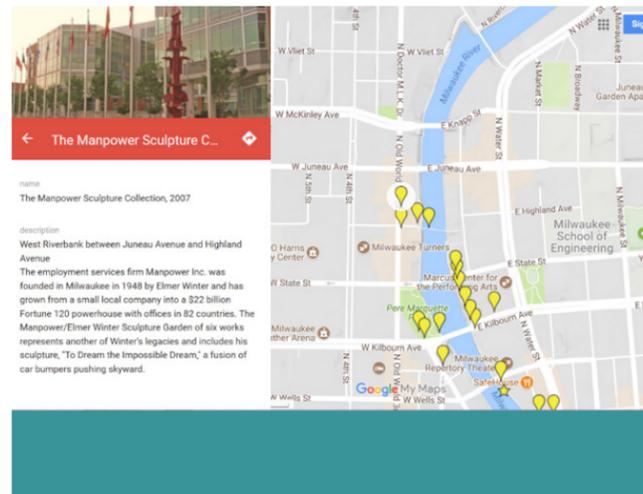
**RiverSculpture!** – Milwaukee's RiverWalk is home to an outdoor art gallery called RiverSculpture! that includes both permanent pieces and temporary installations that change periodically. There are currently 20 sculptures on display representing national, regional and local artists.

There are three distinct sections to the RiverWalk. The Downtown section traverses Milwaukee's main thoroughfare, Wisconsin Avenue, and passes by its largest theater district, which includes the Milwaukee Repertory Theater and the Marcus Center for the Performing Arts, which is home to the Milwaukee Ballet, Milwaukee Symphony Orchestra, Florentine Opera, and First Stage Children's Theater. Warm summer evenings bring locals and visitors alike to Pere Marquette Park to listen to free weekly concerts as part of the RiverRhythms series or take in an outdoor movie at RiverFlicks. On Old World Third Street, a three-block historic landmark zone just north of downtown, local eateries are highlighted.

There is an online map for each section of the Sculpture/ River Walk and local businesses are also highlighted.

### Sculpture Milwaukee Downtown Urban Art Experience

– This initiative, just launched in spring 2017, is a temporary exhibition downtown along Wisconsin Avenue, which was started by the chairman of the board of Marcus Corp. who wanted to bring spectacular art to the masses and show off downtown Milwaukee. Sculpture Milwaukee, billed as a "one-of-a-kind urban art experience," featured 22 sculptures by 21 artists arrayed along Wisconsin Ave. from N. 6th St. to O'Donnell Park in 2017. The works were on view June October.



### Details on organizational structure

**RiverSculpture!** – The Milwaukee Riverwalk oversees the RiverSculpture initiative. This initiative is a project of the overall Riverwalk initiative and master plan process that began in 1988. The City worked in cooperation with the Department of Natural Resources (DNR) to create a Riverfront Comprehensive Plan that would comply with the State Constitution and the Public Trust Doctrine. Once this Master Plan was written and formally approved by the DNR and the City of Milwaukee, the process of issuing permits for the construction of the Riverwalk construction are now issued for developments consistent with the adopted Master Plan.

In 1993, the Riverwalk Initiative was formally expanded to reinforce the city's commitment for the design and construction of the Riverwalk. A resolution creating the Riverwalk Site Plan Review Overlay (SPROD), followed by the creation of a Riverwalk Development Fund was adopted in the fall of 1993. The purpose of the SPROD is to provide an opportunity to create new Riverwalk projects which are compatible with their neighbors while encouraging creativity, variety and excellence in design and layout. The design specifications associated with the SPROD apply to, but are not limited to, landscaping, lighting, accessibility, adjacent building facades and the ability to connect to future Riverwalk segments.

### Funding mechanisms and sources

**RiverSculpture!** – The Milwaukee Riverwalk District is a major supporter of the RiverSculpture initiative. The Riverwalk District is a not-for-profit corporation of Wisconsin whose membership consists of property owners, businesses, organizations and individuals within the District. The members have a common goal – revitalizing and improving downtown Milwaukee. The MRD has been at the forefront of a significant transformation of the downtown Milwaukee River corridor, including the building of the Milwaukee RiverWalk. MRD directly sponsors or provides supporting sponsorships for RiverSculpture and it works closely with other local organizations on beautification and improvement of the RiverWalk, including permanent artwork installations and wayfinding signage.

There are several levels of membership and many opportunities to be a part of projects that will benefit the downtown area, the millions of people who visit the

District each year and the property owners, institutions and businesses within the District.

In the Downtown Section of the RiverWalk, property owners, in collaboration with the City, formed a Business Improvement District (BID) for the purpose of constructing and maintaining downtown riverwalks. The Riverwalk BID and the City share the costs of Riverwalk construction and other Riverwalk capital expenditures in accordance with the terms of a development agreement.

### Sculpture Milwaukee Wisconsin Avenue Initiative

- This initiative is funded by private donations and businesses and will create a revenue stream through the sale of the sculptures that are on temporary display.
- The art adviser for the event is Russell Bowman, former director of the Milwaukee Art Museum. He thought it was wildly ambitious but agreed to help. His connections allowed him to explore if he could consign or borrow works for the project, Bowman "sort of expected" that there would be resistance about bringing such works to Milwaukee. It turned out, from the first call, Bowman received a positive response.
- The artists get major publicity from having a piece in the exhibit and Sculpture Milwaukee gets a percentage of sales proceeds, much like a gallery commission.
- Funding came from a wide variety of sponsors including Santiago Calatrava who was the architect of the new museum in the city.

The creation of design guidelines and principles for the Riverwalk eased decisions about construction and public realm standards and streamlined permitting and decision-making. While these guidelines were about RiverWalk construction, they also apply to locations for public art and could be a lesson for how Brookhaven may develop a uniform series of guidelines to streamline the process for selecting, locating, and installing public art. This case also demonstrates the power of one or two civic leaders to make things happen, as well as what can be accomplished when an art advisor with credibility in the arts + culture world advocates for a project. The art advisor's connections allowed the project to consign or borrow major pieces which then will create a revenue stream through sales (and support artists).

## Action Strategy 5.1 – Recruit/support the creation of an arts and cultural community center in the city

The City can incentivize and help support the creation of an arts and cultural community center that can serve a broad section of residents by convening potential partners and using zoning overlay incentives to encourage appropriate spaces and support. This center should be a right-sized-for-Brookhaven arts and cultural center that meets the needs of residents in the form of work space, exhibit, gathering space, and potential maker space while acknowledging that other municipalities and organizations can meet larger-scale performance and cultural space needs.

This center’s programming, uses, and spaces can offer:

- a unique and visible “center” for arts + culture in the city that sets Brookhaven apart from other municipalities in the region (right now, there is no visible, tangible center for the cultural community)
- leasable space for nonprofits in arts, culture, and civic endeavors
- flexible space for exhibits and activities including gallery shows, gatherings, event space (also for rent)
- artist work space/studios
- rehearsal space, of which there is a shortage in the Atlanta region (dance, music, theatre). This could be on site or in partnership with Oglethorpe University or other organization/entity with space)
- maker space
- programming for exterior and interior spaces
- low cost or free arts materials
- space for a possible teen art enterprise program to mentor and train teens in art careers
- much-needed work space, educational opportunities, and arts/making equipment for youth as well as families, and older adults. Dekalb County does not specifically support arts + culture and the school system is lacking the funding, space, and equipment to fully meet teaching, mentorship, and making/artistic practice needs.

Although the above list is generic in terms of descriptions, this type of arts/community center could accommodate a range of uses including programs that mentor and provide entrepreneurial support for teen artists, programs that are collaborations between Oglethorpe University and area high schools and middle schools, and other nonprofit cultural and community organizations. This center could also be home to an Atlanta Region Latino Cultural Center. The center would be a flexible space... focused less on highly finished spaces and finishes and more on cutting edge design, flexibility, innovation, and affordability. Across the country...successful arts spaces remain affordable and vibrant by putting resources toward programming, appropriate spaces and space management, and supplies and equipment.

The City can recruit and/or support the creation of this center by doing the following:

- Act as convener or facilitator of potential collaborators and organizations and cultural advocates who are interested in participating or leading.
- Use overlay district incentives to procure space for such a center and recruit other uses that can support activation of the spaces and areas around it.
- Work with a local partner to identify potential existing space for this center.
- Support busing and transportation to increase access to the center.
- Provide support in the form of competitive bidding for contract for services in the future for any educational programs and activities that serve the goals of this arts + culture strategic plan.
- Potential collaborators include:
  - The Salvation Army
  - Oglethorpe University
  - The Latin American Association
  - Cross Keys and Chamblee High Schools
  - Corporate sponsors
  - Spruill Center for the Arts

Funding Possibilities:

- Provision of space and ongoing programming funding could be part of a CIA for a large development. Funding might also come from a community art fund created with a 1% for Arts + culture Capital Projects Fund.
- Affordable space could be created through development incentives for the recommended new arts + culture overlay considerations in this strategic plan.
- Many maker spaces operate at affordable membership and usage fees even though they pay market rents and supply general equipment. These models work because user spaces are very small, making even market rent affordable (and allowing members to use larger shared work areas and equipment) and because day/occasional users are not assigned designated space but have general use of work areas, allowing spaces to sell more memberships than spaces available at any one time.
- A fee for services model can provide a funding stream for an art mentorship/entrepreneurship program. An example is Artists for Humanity in Boston, MA that pays all teens while training them in art-related careers. The program has six creative studios employing hundreds of teens and charges for art and creative services to corporate, nonprofit, and public clients (photography, screen printing, murals, fine art, etc.). Furniture items designed in AFH’s 3D studio are sold online and in select shops and the public art studio creates unique pieces for corporate lobbies, hospitals, and public spaces. This revenue stream, along with rental fees for AFH’s unique event space, help pay for materials, wages for teens, and other organizational needs (see more information below). Brookhaven’s proximity to Atlanta and to the hundreds of corporations headquartered in the metro regional makes this model, with its close collaboration with corporations and schools, a strong one.

## Arts Connection – New York, NY

Arts Connection is a nonprofit organization that partners with NYC public school system to provide in-school and out-of-school art programs and education. Arts Connection is a program that started as city hall/agency led that became own organization with embedded public partnerships in its programming. The organization and partnership began in the city's fiscal crisis in the late 1970s, and was funded through a collaboration between the NYC Department of Cultural Affairs, NYC Youth Bureau, and the NYC Board of Education. Since then, the organization has grown from a service provider into an educational partner with the city school system. Arts Connection provides a variety of different programs in school/out of school, such as: artist residencies in schools, family and community events, supporting school performances, language and literacy programs, training teaching artists.



Image source: <https://artsconnection.org/teen-programs/>

### Funding (Fiscal Year 2019):

- Revenue: \$6,025,394, sources are: Federal/City/State, Foundation/Corporate/Individuals, NYC Department of Education, Other/In-kind, Special Events.
- Expenses: \$5,824,768 including
  - » Program Services: \$4,730,276
  - » Supporting Services: \$1,094,492

### Links:

- <https://artsconnection.org>
- <https://www.nyc-arts.org/organizations/2354/artsconnection>

## Community Art Center – Cambridge, MA

The Community Art Center (CAC) is an art organization that rents program space and runs afterschool programs. Started in the basement of Newtowne Court Housing Development in 1938 in Cambridge, the Community Art Center offers a variety of arts programs and services for local youth, such as childcare/afterschool arts programs for youth aged 5-12, a teen media production program, a summer arts program, and year-round community programs (including special events, public art, family engagement). CAC partners with local arts + culture organizations to put on programming. Their facilities include a gym, art classrooms and meeting rooms that can be rented out for special events, classes, or community gatherings. Fees are discounted for programs that align with their organizational mission.



Image source: <https://www.communityartcenter.org>

### Funding (Fiscal Year ending June 2018):

- Total Funding: \$2,407,045
- Contributions: \$2,292,174 (Government grants/contributions: \$1,611,197)
- Program Service Revenue: \$102,718
- Other revenue (rental income): \$12,153

### Links:

- <https://www.communityartcenter.org/our-story>
- <https://www.communityartcenter.org/space-rental-inquiries>

## Tuscaloosa Arts Council / Adopt a School Program – Tuscaloosa, AL

The Adopt-A-School Program is a partnership between the Chamber of Commerce of West Alabama, Tuscaloosa City, and Tuscaloosa County Schools to foster collaboration between schools and the business community. Four partnerships were originally created in 1985 and later grew to 90 adopters for 56 public schools in the Tuscaloosa City/County school systems. Businesses or nonprofits can become “adopters” by partnering with a specific school for joint programming/ services, or sponsoring a program financially as a “sustainer.”

The Tuscaloosa Arts Council is a partner to Westwood Elementary School, and contributes to arts events and educational programming at the school. This particular program provides opportunities for students to participate in job shadowing, art and literacy events, and programming at the Arts Council’s theater and art center facilities. The Tuscaloosa Arts Council itself aims to promote and encourage the arts and humanities in Tuscaloosa County. It serves as the umbrella organization for 50 Member Organizations, offers educational programs such as the Adopt-A-School Program, and manages the historic Bama Theatre and the Dinah Washington Cultural Arts Center. All Arts Council member organizations pay dues of \$85 per year, and receive benefits as well as discounted rental rates on the Arts Council’s theater and arts center space.



Image source: <https://www.tuscarts.org/adoptaschool.php>

### Funding:

- Revenue for Arts Council: \$812,111. Includes rental fees from Theater and Arts Center, donations, public funds, others.
- Expenses (all): \$758,435

### Links:

- <https://www.tuscarts.org/adoptaschool.php>
- <https://tuscaloosachamber.com/adopt-a-school>
- <https://www.tuscarts.org/documents/2019%20Annual%20Report.pdf>

## Artists for Humanity (AFH) Youth Arts Enterprise Program – Boston, MA

Artists for Humanity’s Youth Arts Enterprise pays and employs 250 under-resourced teens aged 14-19 each year during after school hours in the City of Boston. AFH was started in 1990 by an artist and public school teacher who hired eight students for after-school work and training in the arts and entrepreneurship. The organization is a model for nonprofit/entrepreneurship success. AFH and the Youth Arts Enterprise Program are built upon valuing creative engagement as a force for social change, and creative entrepreneurship as a productive and life-changing opportunity for young people and their communities. Participating young people work with professional artists and designers on projects that promote active learning and creative skill development in designing creative products, industrial design, and digital media. The Youth Arts Enterprise program provides opportunities for youth to engage with clients and gain business, communication, negotiation and workforce readiness skills, as well as instruction on STEAM concepts, computer literacy, and technological training. Boston companies hire AFH students to provide services and products such as portrait and related photography for annual reports and promotional materials; murals and other public art for corporate lobbies and offices, hospitals, and other spaces; and custom furniture for offices and other spaces, among other things. The Artists For Humanity EpiCenter was the first building in Boston to be awarded LEED Platinum Certification from the United States Green Building Council and educational components are incorporated throughout the design. The building was designed with use as an event space in mind and revenue from event rentals supplements other funding sources.



Image source: <http://www.rudybruneraward.org/winners/artists-for-humanity-epicenter/>

### Funding (Fiscal Year ending in Dec 2018):

- Total Funding: \$4,670,496
- Contributions: \$3,535,323
  - » Government grants/contributions: \$380,827 (Government partners include NEA, NSF, City of Boston)
  - » Fundraising events: \$30,574
  - » Other: \$3,123,922, including revenue from:
    - ◇ Program Service Revenue: \$929,153
    - ◇ Product Sales: \$853,792
    - ◇ Gallery Rentals: \$201,333
    - ◇ Investment Income: \$53,925
    - ◇ Other revenue: \$26,123

# 6 – Best Practices + Case Studies

## Public Art in Development Ordinance

Suwanee, GA

1



**WHO** The City of Suwanee, GA.

**WHAT** The City of Suwanee has an ordinance that strongly encourages developers to include public art in the project or on City property or make a cash contribution equal to approximately 1% of the value of total project cost. As part of this, developers are required to meet with the Art Commission. To date, no developer has provided 1% of the project cost either in art or cash contributions but the required meeting with the Commission has raised awareness of the importance of design and art which has been reflected in projects.

## Hennepin Avenue Cultural Corridor

Minneapolis, MN

2



**WHO** Community-based and arts organizations, artist partners, City of Minneapolis, with grant support from the NEA.

**WHAT** Comprehensive planning process involving a number of cultural institutions and individual artists to define a two-mile downtown Minneapolis corridor as an Arts and Cultural District. To date, the efforts have sparked grassroots, pop-up art installations along the corridor and long-term planning for engaging the arts community through investment in public art and in live/work artist space.

## Latino Arts, Inc.

Milwaukee, WI

5



**WHO** Latino Arts, Inc., nonprofit organization.

**WHAT** Latino Arts, Inc is an arts and cultural center that provides cultural awareness, artistic education, and programming. The organization features local and global Hispanic artists in exhibitions and events. Latino Arts Inc's facilities also include a 350-seat auditorium, an art gallery, and its Hispanic Heritage Center, which is a permanent multi-media exhibition on the history of Milwaukee's Hispanic and Latino community.

## Arts Program at Villa Victoria Center for the Arts

Boston, MA

6



**WHO** Inquilinos Boricuas en Acción (IBA) is a nonprofit community development organization serving Boston's South End neighborhood since 1978. IBA develops affordable housing and provides supportive programming. IBA also operates Villa Victoria Center for the Arts and manages its programs.

**WHAT** The program "promotes and celebrates the diversity of Latino arts + culture through music, visual arts, dance and more." The Arts Program is the largest Latino arts center in New England, and presents affordable and accessible concerts, festivals, exhibits and programming. Villa Victoria Center for the Arts also has a gallery which showcases work by local, national, and international Latino artists year-round. The Arts Center can also be rented out for external events.

## BuHi Cultural Corridor Designation & Public Space Programming

Chamblee & Doraville, GA

3



**WHO** The City of Chamblee and City of Doraville, Atlanta Regional Council (ARC)

**WHAT** The Buford Highway Livable Centers Initiative (LCI) Study was completed as a joint effort by the City of Chamblee and City of Doraville. This plan identified a community vision and plan for revitalizing and enhancing the BuHi corridor through strengthening culture, diversity, and multi-modal transportation. Since the plan completion, the City of Chamblee has been awarded funds by the ARC to conduct a creative placemaking study. The City of Doraville's 2017-2037 Comprehensive Plan also designates a section of Buford Highway as a cultural corridor with strategic actions for supporting the area's cultural diversity in future development.

## Multicultural Festival

Roxbury, MA

4



**WHO** Dudley Street Neighborhood Initiative (DSNI), a local community development organization in Boston's Roxbury neighborhood.

**WHAT** This annual festival involves stage performances with an array of traditional music and dances, martial arts, circus, sports, clinics, recreation games, face painting, inflatable entertainment, and a wide array of food and crafts from the neighborhood's Cape Verdean, Latino, Afro-Caribbean, African American, and Asian-American residents.

## Neighborhood Arts Center

Grass Valley, CA

7



**WHO** Neighborhood Center of the Arts

**WHAT** Neighborhood Center of the Arts is a nonprofit organization that provides studio space, art materials, and in-house gallery spaces for exhibition opportunities for adults and artists with disabilities in Nevada County, California. Participating artists are able to build skills through studio courses, engage in creative practice and community building, and sell their work in the organization's gallery spaces.

## 1111 Lincoln Road

Miami Beach, FL

8



**WHO** Swiss architectural firm Herzog + de Meuron, developer Robert Wennett

**WHAT** This building transformed traditional parking structure into a mixed-use space. It includes housing, about 300 parking spaces, street level retail and restaurant space, a glass-enclosed fashion boutique and gallery space in the upper parking floors, and a penthouse residence with a pool and garden on the top floor.

## De Hallen Amsterdam

Amsterdam, Netherlands

9



**WHO** Amsterdam public library system

**WHAT** The De Hallen branch of the Amsterdam public library system repurposed a historic tram depot into multi-use cultural complex. In addition to the library itself, the building includes a small café, seen as a “living room of the neighborhood,” rentable spaces such as TV and media studios, a hotel, office and meeting spaces, and smaller spaces for rent by artists and nonprofits.

## Ron Finley’s Edible Gardens

Los Angeles, CA

10



**WHO** Ron Finley, community gardener and activist

**WHAT** Ron Finley started his career and work by planting an edible garden in the median between the sidewalk and street in front of his house – a narrow 10 foot by 150-foot wide strip of land. Growing fresh produce in small, unused plots became part his mission to provide fresh produce in food deserts of South Central Los Angeles and beyond.

## Form and Function Public Art Program

Philadelphia, PA

13



**WHO** The Association for Public Art (aPA)

**WHAT** The aPA, founded in 1872, is a private nonprofit organization for public art in Philadelphia. To bridge the gap between public art and ordinary life, the Association for Public Art initiated the pioneering program “Form and Function,” which invited artists to propose public art projects for Philadelphia that would be utilitarian, site-specific, and integral to community life—works that would be integrated into the public context through use as well as placement.” During the 1980s and 1990s the Association launched programs that “explored links between public art and various disciplines, including architecture, landscape architecture, and urban planning and investigated the pivotal role that public art can play in the design of cities and public spaces.”

## Sidewalk Poetry

St. Paul, MN

14



**WHO** City of St. Paul Minnesota

**WHAT** St. Paul started the Sidewalk Poetry program in 2008 with local artist Marcus Young. The program is now run as a contest, where eight winners having their poem stamped into sidewalk concrete, and get a \$100 award. The city started welcoming poetry in different languages in 2019 to reflect the diversity of the city, and stamps poems from a collection of famous poems, of which 1000 have been input, and 54 poems have come from local residents. Local organizations also form walks to view poems, inspiring people to write their own poems.

## Laundry Room Art

New York, NY

11



**WHO** The Laundromat Project is primarily funded by private donations and grants, the program is looking to secure more multi-year grants to sustain and expand its programs.

**WHAT** The Laundromat Project was founded in 2005 to engage artists and communities of color to use their creativity to build better communities. The organization started with a mission to turn local space, like laundromats, into art installations. It has expanded to include art programs educating community members on the change impact of art. Focused on communities of color in NYC, the project brings a voice to underrepresented artists by invigorating the neighborhoods they live and work in. It’s inaugural exhibit was a documentary called the Birthright Crisis showcased at local laundromats.

## Pierce Boston

Fenway Neighborhood, Boston, MA

12



**WHO** Pierce Boston is a new, 30 story, building near Fenway Park in Boston. Artist Alexandre da Cunha was commissioned for a permanent art installation on the pavement in front of one of the entrances, while local artists were curated to design the interior.

**WHAT** The art installation is situated in the front of the building, da Cunha strategically placed three large concrete disks on the pavement. The enormous disks add character to the pavement, in addition to adding protection to the glass building. Historically, the Fenway neighborhood has played a significant role in Boston’s artistic and cultural offerings and the building wanted to pay tribute.

## Landform

Edinburgh, Scotland

15



**WHO** Artist Charles Jencks, Scottish National Galleries of Modern Art

**WHAT** Landform is a piece of landscape art by Artist Charles Jencks, installed by the Scottish National Galleries of Modern Art buildings. The shapes in the piece are inspired by waves, clouds, geological formations, and other natural elements, and visitors are invited to walk, sit, and view other public art on the museum grounds from the sculpture’s terraced pathways.

## Netscape

Miami, FL

16



**WHO** Artist/Designer Konstantin Grcic and Miami Design District

**WHAT** Netscape is an installation of 24 hanging chairs connected in a web, surrounded by climbing plants. The installation provides a public gathering place and natural shade in Miami’s hot, sunny climate.

## Skydance Bridge

Oklahoma City, OK

17



**WHO** Designed by Butzer Architects

**WHAT** The Skydance Bridge in Oklahoma City is a pedestrian bridge with a unique design meant to mimic the flight of the Scissor-tailed flycatcher, Oklahoma's State Bird. Built with local, state and federal funding, the bridge is the result of national design competition and is meant to mark a visual gateway of sorts for the city. At night, the programmable LED lighting creates a visual landmark and safe pedestrian experience. The City also solicits lighting applications for the bridge from organizations to promote local and commercial interests.

## Salt Lake City Public Art Program

Salt Lake City, UT

18



**WHO** Salt Lake City Arts Council

**WHAT** Salt Lake City's Public Art Program seeks to integrate artwork by experienced and emerging artists into everyday spaces around the city. The program provides opportunities for local and national artists through site specific commissions and temporary projects, and also facilitates interdisciplinary collaborations between artists and city government agencies on engineering, infrastructure, or other public works projects.

## Lake City Art Fields

Lake City, South Carolina

21



**WHO** The program is sponsored by the Lake City Creative Alliance, a local nonprofit. Funding for the event is by donations and corporate sponsorship.

**WHAT** Lake City Art Fields is an art festival and competition that was founded in 2013, the intention of the program to help the small southern town to adapt after the devastation of the 2008 economic collapse. The event takes place over nine days in the spring and attracts artists from all over the South. Over 400 artists are competing for cash prizes while featuring their work at various locations throughout the community. The intention of the Lake City Creative Alliance is to grow Lake City into a year-round town-wide gallery.

## Pop-Up Outdoors and Mobile Arts Spaces

Oslo, Norway; Queens, NY; and beyond!

22



**WHO** Students from Oslo School of Architecture & Design; Rintala Eggertsson Architects

**WHAT** Students from the Oslo School of Architecture and Design and Rintala Eggertsson Architects to create an art gallery intervention on the streets of the Norwegian capital. The MM1 Exhibition Room is a series of timber-clad geometric huts that act as a grouping of pop-up art galleries on the street. The project aimed to test architectural and cultural possibilities in a soon-to-be redeveloped area of the city, and to cater to the artists and cultural workers that inhabit the area.

## Art on the Bench

Hickory, NC

19



**WHO** City of Hickory, artists.

**WHAT** Art on the Bench calls on local artists to submit design ideas for public park benches, and provides stipends of \$500 to accepted artists to support their designs on one steel bench. Since the program's inception in 2008, artists have painted 67 benches at bus stops, parks, and other locations in the city. The program also gives local organizations the opportunity to promote causes important to them through bench designs. The city will also program events around the installations, like a scavenger hunt in the summer.

## Creative Crosswalks

Austin, TX

20



**WHO** Austin Transportation Department provides all materials and installation services and reviews proposals submitted to the program. Artists, businesses, community groups, residents submit proposals, designs, and provide project fee between \$3-5,000, or request matching funding from the City.

**WHAT** Creative Crosswalks invites artists, businesses, community groups, and residents to submit requests and proposals for creatively designed crosswalks that remain painted for 2 years. Each crosswalk proposal is uniquely designed by applicants, and should emphasize reflecting culture and history of a neighborhood in submissions to denote identity of a particular place.

## Oversized Games

23



Life sized games in public spaces are a low-stakes way to get people of all ages to gather and connect in public spaces that they may not yet be familiar with, such as spaces that are part of new redevelopment projects. They can also generate pedestrian activity in plazas and parks that supports local business activity.

## Babbling Brook

Palm Beach County, FL

24



**WHO** Artist Lucy Keshavarz, Westgate Community Redevelopment Agency; Keshavarz & Associates, civil engineers, and native plant experts, with funding from Palm Beach County Utilities Department.

**WHAT** "Babbling Brook" transformed a dry detention area in the middle of a low-income neighborhood, into a vibrant native plant habitat. The project features a water feature that recirculates and aerates water from an adjacent retention pond. The remaining portion of the dry detention area is landscaped with over 70 species of native Florida plants that provide food and shelter for migrating birds and the opportunity for hands-on science for community members.

## Terra Growing Furniture by Nucleo Design Collective

25



**WHO** Nucleo Design Collective

**WHAT** Terra is a cardboard structure that grows into an armchair/sofa when filled with dirt and grass is allowed to grow over it. The design allows for a chair to be grown out of the landscaping providing an interesting and organic place to stop and rest that melds into the surrounding grass

## Placemaking Grants

Charlotte, NC

26



**WHO** City of Charlotte's Planning, Design and Development Department issues project funding and technical support annually for placemaking projects undertaken by neighborhood associations, community organizations, businesses/merchant organizations, and individuals with community support.

**WHAT** Placemaking grants from pool of ~\$100,000 issued annually to neighborhoods, groups and individuals to activate underutilized spaces, improve streetscapes, undertake art/beautification efforts, and create community gathering spaces. Applicants and pursue direct funding for placemaking projects. As of 2020, applicants can also apply for technical assistance grants.

## Midtown MARTA: Confluence: Burst Forth With A Terrific Noise

Atlanta, GA

29



**WHO** Artist Andrew Catanese, MARTA, Midtown Alliance, MacroTek Services

**WHAT** These murals depicting a diversity of flora and fauna were painted by Artists Andrew Catanese as part of MARTA's art program at the Midtown MARTA station. Painted with latex paint on concrete, the murals bring a lush and peaceful environment to the station's exterior. The project also included new lighting, seating, and a performance platform.

## Union Street Railroad Bridge

Salem, OR

30



**WHO** The City of Salem Urban Development Department, Oregon Transportation Commission, Friends of Two Bridges.

**WHAT** The historic Union Street Railroad Bridge in Salem received major capital improvements in 2009, and opened for public use as a bike and pedestrian bridge connecting two waterfront parks. Color changing lights were installed on the bridge during the renovations.

## Oakland City MARTA: I Am Because We Are

Atlanta, GA

27



**WHO** Artist Fahamu Pecou, WonderRoot, MARTA, the TransFormation Alliance.

**WHAT** Through MARTA's Art Program, artist Fahamu Pecou collaborated with organizations WonderRoot and the TransFormation Alliance to produce a series of digital print canvases with portraits of Oakland City residents. These canvases are installed around the station's Concourse level.

## East Point MARTA: Change of Scenery

Atlanta, GA

28



**WHO Artist** Carl Andree Davidt, MARTA

**WHAT** First installed in 1986, Change of Scenery is a colorful cut steel installation along a wall in the East Point MARTA station in Atlanta. The installation utilizes the space in front of the wall, as well as the wall itself, to convey the qualities of different and intersecting landscapes and figures.

## Artists for Humanity

Boston, MA

31



**WHO** Artists for Humanity

**WHAT** Artists for Humanity provides under-resourced teens paid opportunities in the arts and design. AFH further provides mentorship opportunities, afterschool programming, career development and networking services, and experiential learning opportunities in the arts and STEM. AFH's space can also be rented out for events, and provides funds for the organization's programs. See more detailed info in Section 5.

## CONS Project

Los Angeles, CA

32



**WHO** Converse, Inc. created the Cons Project to grow the creative community with youth who are interested in skateboarding. Note this program is no longer in operation.

**WHAT** Created by Converse Inc., CONS Project Los Angeles was the second in a series of projects designed by the popular clothing brand to "inspire the next generation of creative spirits through music, art, style, and sport." The first of these projects was offered in Brooklyn in 2013 and provided local youth with free workshops like, "How to Make Beats," and "How to Record Rock Music." This second iteration also offered free workshops to kids ages 16 and over and includes educational activities led by a number of established and emerging artists in a variety of disciplines.

## Young Aspirations Young Artists (YAYA) Arts Center

New Orleans, LA

33



**WHO** YAYA Inc

**WHAT** YAYA is a community art center for youth in New Orleans focused on creative engagement and professional development. The YAYA Arts Center campus also hosts a gallery, offers afterschool classes, entrepreneurship training, community and family events, cultural enrichment programs, and summer camps. The space is also available for rental for workshops, special events, and parties.

## Juxtaposition Arts Center

Minneapolis, MN

34



**WHO** Juxtaposition Arts

**WHAT** Juxtaposition Arts is a nonprofit arts center that provides arts programming and experiences for local youth in Minneapolis. The center includes a visual arts studio, gallery space, event center, and retail shop. Programming includes visual arts classes, summer camps, and youth apprenticeships. Juxtaposition arts also puts on exhibitions of youth artworks, events and celebrations, and offers space rentals for external events.

## Idea Foundry

Columbus, OH

37



**WHO** Idea Foundry

**WHAT** Idea Foundry is a maker space in Columbus, OH, that provides coworking space, shared technology and tools for fabrication, classes, and support for launching new businesses. The Idea Foundry provides full and part time memberships for its coworking spaces, workshops, and office spaces, and also leases its spaces for public and private events.

## Hopkinton Center for the Arts

Hopkinton, MA

38



**WHO** The Hopkinton Center for the Arts (HCA)

**WHAT** The HCA is a nonprofit arts center that provides classes, programming, performances, and exhibitions for people of all ages and artistic abilities. Classes and events range from visual art, theater, music, dance, ceramics, writing, and film.

## ACE 121

Glendale, CA

35



**WHO** Meta Housing, City of Glendale, YMCA of Glendale, Western Community Housing, Studio One Eleven Architects, EngAGE.

**WHAT** ACE 121 is an affordable housing complex that includes one, two, and three bedroom apartments, as well as a gallery and makerspace cooperatively managed by residents. A nonprofit organization, EngAGE, provides programming, art projects, and activities for residents in the complex as well. The project also includes community gardens, play areas, and a computer media lab.

## Artisan's Asylum

Somerville, MA

36



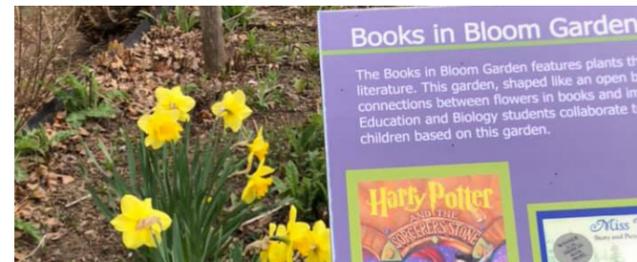
**WHO** Artisan's Asylum

**WHAT** Artisan's Asylum is a nonprofit a community fabrication and education center, offering courses, tools and materials, and space to individual members. The fabrication center provides tools for electronics, robotics, woodworking, jewelry and metalworking, welding, laser cutting, 3D printing, bike maintenance, screen printing and more, while classes provide skills and tool training.

## Teaching Garden

Colchester, VT

39



**WHO** Saint Michael's College Education, Biology, and Applied Linguistics Departments

**WHAT** The Teaching Gardens at Saint Michael's College consist of an arboretum, a children's literature garden "Books in Bloom," Native Plants of Vermont Garden, the International Garden, and the World Garden. The garden serves the college community as well as visitors and local community members through educating about plants, seeing their role in children's literature, or just enjoying the beauty of nature.

## Blue Trees Project

Palo Alto, CA

40



**WHO** Artist Konstantin Dimopoulos, City of Palo Alto Urban Forestry Department, Canopy (environmental nonprofit organization)

**WHAT** Konstantin Dimopoulos, an environmental artist, painted trees outside of Palo Alto's City Hall blue for four days using environmentally safe pigments to raise awareness for deforestation. Along with the visual, the artist also led a public discussion with Canopy and the City's Urban Forestry department around deforestation across the globe.

## Artist and Business Signage Program

Kenosha, WI

41



**WHO** City of Kenosha, Kenosha small businesses, artists.

**WHAT** The City of Kenosha started the Artist and Business Signage program as an alliance of businesses and artists, with the aim of supporting local businesses through creative signage and providing arts + culture experiences for residents. Artist and business collaborations also resulted in artists exhibiting their work and painting tables inside businesses.

## CityArt Sculpture Site Sponsorships

Mankato, MN

42



**WHO** CityArt is a partnership of Mankato's City Center Partnership and Twin Rivers Council for the Arts

**WHAT** CityArt seeks to provide accessible public art by commissioning of public art/sculpture with local businesses, preserving and maintain existing public art, promote public art in the city, and operating free CityArt Walking Sculpture Tours through the city's public art collection. Businesses or individual patrons are able to sponsor a sculpture site that is a part of this walking tour in exchange for marketing and recognition by CityArt.

## D-Link Shuttle

Dallas, TX

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**WHO** Dallas Arts District, Dallas Area Rapid Transit Authority (DART).

**WHAT** The D-Link is a free service shuttle provided by the DART to the Dallas Arts District. The D-Link connects districts of downtown Dallas and historic Oak Cliff, including the Dallas Arts District, to 3 different bus stops. The shuttle every 15 minutes from 11am-11:30, Mondays through Saturdays.

## 21c Museum Hotel

Cincinnati, OH

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**WHO** 21c Museum Hotels Group, 3CDC organization, City of Cincinnati, Local banks, economic development funds, and CDFIs

**WHAT** The 21c Museum Hotel is a preserved historic hotel with 8,000 square feet of gallery, meeting and event space. This hotel museum is open to the public 24/7, and hosts cultural programs like poetry readings, film screenings, artist lectures, and live performances.



Image source: City of Brookhaven